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THE 1989 DAILY AND SUNDAY NEWSPAPER AUDIENCE MAJOR DEMOGRAPHIC SEGMENTS

Newspaper Advertising Bureau, Inc. 1180 Avenue of the Americas, New York, New York 10036 (212) 921-5080

THE 1989 DAILY AND SUNDAY NEWSPAPER AUDIENCE

Major Demographic Segments

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1989 Study of Media & Markets

Newspaper Advertising Bureau, Inc. 1990

CONTENTS

	Page
How to read these tables	v
TABLES: (Adults)	
Sex and status in household	0001,2
Age	0003,4
Education	0005
Employment status, occupation	0006,7
Individual employment income	0008,9
Marital status	0010
Number of persons in household	0011
Household income	0012,13
MSA, suburban and non-MSA residence	0014
County size	0015
Census region	0016
Value of owned home	0017
Race	0018
(Men)	
Age	0019,20
Education	0021
Employment status	0022
(Women)	
Age	0023,24
Education	0025
Employment status	0026

How to Read These Tables

This report is based on a special tabulation of data from the 1989 Study of Media & Markets, by Simmons Market Research Bureau.

Each of the following pages shows five population bases, which are projected in thousands of adults. On page 0001, in the first column of figures on the left, these are: total United States (178,193); top 100 ADIs (150,866); top 50 ADIs (118,946); top 100 MSAs (104,904); and top 50 MSAs (81,659).

Under the heading "ADULTS" to the right of the label "Daily Newsp: Total U.S. - Read Any (Gross)", the figure 142,181 in column A indicates that on an average weekday daily newspaprs generate 142,181,000 gross impressions. In column B, the figure 79.8 means that this is equivalent to 80 Gross Rating Points, or GRPs.

The figure to the right of the label "1 Issue Reach" is a net rather than a gross figure. In column A the figure 113,337 means that on an average weekday, an estimated 113,337,000 adults read one or more daily newspapers. This represents 64% coverage (63.6% rounded) of all adults, as shown in column B. The figures to the right of "2 Issue Reach" and "5 Issue Reach" are cumulative net reach figures for the specified number of issues.

Column C shows percent composition, or the proportion of total adults. For example, the table on page one shows that men comprise 47.7% of the adult population in the United States, and 49.4% of the average weekday audience ("1 Issue Reach").

The index in column D is based on the relationship of audience composition to the proportion of the total population in that demographic segment, multiplied by 100. For example, under the heading "MEN", 49.4% (the proportion of the weekday audience who are men) divided by 47.7% (the proportion of the adult population who are men) rounds to 1.04, or and index of 104. In essence, this index figure means that men are 4% more likely than the average adult to be members of the weekday audience.

Figures for Sunday newspapers and for the ADI and MSA bases are read in the same way. For further information, contact Dorothy Shea of NAB's staff, at (212) 704-4557.

	TOTAL U.S. '000	ADULTS A '000	ADULTS B % DOWN	ADULTS C % ACROSS	ADULTS D INDX	MALES A '000	MALES B % DOWN	MALES C % ACROSS	MALES D INDX	FEMALES A '000	FEMALES B % DOWN	FEMALES C % ACROSS	FEMALES D INDX	PARENTS A '000	PARENTS B % DOWN	PARENTS C % ACROSS	PARENTS D INDX
TOTAL	178193	178193	100.0	100.0	100	85056	100.0	47.7	100	93136	100.0	52.3	100	59509	100.0	33.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	142181	79.8	100.0	100	73462	86.4	51.7	108	68719	73.8	48.3	92	45771	76.9	32.2	96
1 ISSUE REACH	113337	113337	63.6	100.0	100	56018	65.9	49.4	104	57319	61.5	50.6	97	36462	61.3	32.2	96
2 ISSUE REACH	136156	136156	76.4	100.0	100	66829	78.6	49.1	103	69327	74.4	50.9	97	44434	74.7	32.6	98
5 ISSUE REACH	156184	156184	87.6	100.0	100	75993	89.3	48.7	102	80169	86.1	51.3	98	51581	86.7	33.0	99
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	134234	75.3	100.0	100	65683	77.2	48.9	103	68550	73.6	51.1	98	44899	75.4	33.4	100
1 ISSUE REACH	119349	119349	67.0	100.0	100	57716	67.9	48.4	101	61633	66.2	51.6	99	39923	67 1	33.5	100
2 ISSUE REACH	140777	140777	79.0	100.0	100	67601	79.5	48.0	101	73176	78.6	52.0	99	47511	79.8	33.7	101
4 ISSUE REACH	155476	155476	87.3	100.0	100	74361	87.4	47.8	100	81118	87.1	52.2	100	52612	88.4	33.8	101
TOP 100 ADI'S	150866	150866	100.0	100.0	100	72152	100.0	47.8	100	78714	100.0	52.2	100	49034	100.0	32.5	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	96866	64.2	100.0	100	48084	66.6	49.6	104	48782	62.0	50.4	97	30402	62.0	31.4	97
TOP 100 ADI'S 2 ISSUE REACH	116336	116336	77.1	100.0	100	57238	79.3	49.2	103	59099	75.1	50.8	97	36994	75.4	31.8	98
TOP 100 ADI'S 5 ISSUE REACH	133218	133218	88.3	100.0	100	64894	89.9	48.7	102	68312	86.8	51.3	98	42832	87.4	32.2	99
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	102321	67.8	100.0	100	49782	69.0	48.7	102	52539	66.7	51.3	98	33410	68.1	32.7	100
TOP 100 ADI'S 2 ISSUE REACH	120491	120491	79.9	100.0	100	58122	80.6	48.2	101	62369	79.2	51.8	99	39664	80.9	32.9	101
TOP 100 ADI'S 4 ISSUE REACH	132788	132788	88.0	100.0	100	63735	88.3	48.0	100	69058	87.7	52.0	100	43792	89.3	33.0	101
TOP 50 ADI'S	118946	118946	100.0	100.0	100	56609	100.0	47.6	100	62337	100.0	52.4	100	38588	100.0	32.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	77371	65.0	100.0	100	38366	67.8	49.6	104	39005	62.6	50.4	96	24273	62.9	31.4	97
TOP 50 ADI'S 2 ISSUE REACH	93091	93091	78.3	100.0	100	45728	80.8	49.1	103	47362	76.0	50.9	97	29607	76.7	31.8	98
TOP 50 ADI'S 5 ISSUE REACH	106408	106408	89.5	100.0	100	51683	91.3	48.6	102	54706	87.8	51.4	98	34219	88.7	32.2	99
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	82728	69.6	100.0	100	40204	71.0	48.6	102	42523	68.2	51.4	98	26810	69.5	32.4	100
TOP 50 ADI'S 2 ISSUE REACH	96573	96573	81.2	100.0	100	46410	82.0	48.1	101	50163	80.5	51.9	99	31545	81.7	32.7	101
TOP 50 ADI'S 4 ISSUE REACH	105783	105783	88.9	100.0	100	50520	89.2	47.8	100	55270	88.7	52.2	100	34639	89.8	32.7	101
TOP 100 METRO'S	104904	104904	100.0	100.0	100	50415	100.0	48.1	100	54489	100.0	51.9	100	33712	100.0	32.1	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	69529	66.3	100.0	100	34710	68.8	49.9	104	34818	63.9	50.1	96	21748	64.5	31.3	97
TOP 100 METROS 2 ISSUE REACH	83365	83365	79.5	100.0	100	41175	81.7	49.4	103	42189	77.4	50.6	97	26417	78.4	31.7	99
TOP 100 METROS 5 ISSUE REACH	94829	94829	90.4	100.0	100	46317	91.9	48.8	102	48505	89.0	51.1	98	30337	90.0	32.0	100
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	74684	71.2	100.0	100	36494	72.4	48.9	102	38190	70.1	51.1	98	24075	71.4	32.2	100
TOP 100 METROS 2 ISSUE REACH	87146	87146	83.1	100.0	100	42339	84.0	48.6	101	44806	82.2	51.4	99	28260	83.8	32.4	101
TOP 100 METROS 4 ISSUE REACH	95122	95122	90.7	100.0	100	46026	91.3	48.4	101	49097	90.1	51.6	99	30874	91.6	32.5	101
TOP 50 METRO'S	81659	81659	100.0	100.0	100	39072	100.0	47.8	100	42587	100.0	52.2	100	26078	100.0	31.9	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	54972	67.3	100.0	100	27498	70.4	50.0	105	27474	64.5	50.0	96	17045	65.4	31.0	97
TOP 50 METRO'S 2 ISSUE REACH	65609	65609	80.3	100.0	100	32494	83.2	49.5	104	33115	77.8	50.5	97	20628	79.1	31.4	98
TOP 50 METRO'S 5 ISSUE REACH	74287	74287	91.0	100.0	100	36329	93.0	48.9	102	37935	89.1	51.1	98	23598	90.5	31.8	99
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	59565	72.9	100.0	100	28978	74.2	48.6	102	30586	71.8	51.3	98	18984	72.8	31.9	100
TOP 50 METRO'S 2 ISSUE REACH	68924	68924	84.4	100.0	100	33315	85.3	48.3	101	35609	83.6	51.7	99	22098	84.7	32.1	100
TOP 50 METRO'S 4 ISSUE REACH	74784	74784	91.6	100.0	100	35993	92.1	48.1	101	38792	91.1	51.9	99	24016	92.1	32.1	101

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	TOTAL U.S. '000	HOUSEHOLD HEADS A '000	B % DOWN	C % ACROSS	D INDX	FEMALE HOMEMAKERS A '000	B % DOWN	C % ACROSS	D INDX	PROFESSIONALS AND MANAGERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	104891	100.0	58.9	100	85531	100.0	48.0	100	29483	100.0	16.5	100				
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	86008	82.0	60.5	103	63869	74.7	44.9	94	30473	103.4	21.4	130				
1 ISSUE REACH	113337	67092	64.0	59.2	101	53075	62.1	46.8	98	21907	74.3	19.3	117				
2 ISSUE REACH	136156	80411	76.7	59.1	100	64085	74.9	47.1	98	25552	86.7	18.8	113				
5 ISSUE REACH	156184	92068	87.8	58.9	100	73960	86.5	47.4	99	28091	95.3	18.0	109				
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	78188	74.5	58.2	99	63212	73.9	47.1	98	27714	94.0	20.6	125				
1 ISSUE REACH	119349	69590	66.3	58.3	99	56913	66.5	47.7	99	23420	79.4	19.6	119				
2 ISSUE REACH	140777	82147	78.3	58.4	99	67370	78.8	47.9	100	26456	89.7	18.8	114				
4 ISSUE REACH	155476	90850	86.6	58.4	99	74554	87.2	48.0	100	28115	95.4	18.1	109				
TOP 100 ADI'S	150866	88866	100.0	58.9	100	72091	100.0	47.8	100	25694	100.0	17.0	100				
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	57452	64.7	59.3	101	45030	62.5	46.5	97	19135	74.5	19.8	116				
TOP 100 ADI'S 2 ISSUE REACH	116336	68702	77.3	59.1	100	54496	75.6	46.8	98	22280	86.7	19.2	112				
TOP 100 ADI'S 5 ISSUE REACH	133218	78450	88.3	58.9	100	62883	87.2	47.2	99	24474	95.3	18.4	108				
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	59797	67.3	58.4	99	48341	67.1	47.2	99	20421	79.5	20.0	117				
TOP 100 ADI'S 2 ISSUE REACH	120491	70409	79.2	58.4	99	57196	79.3	47.5	99	23084	89.8	19.2	112				
TOP 100 ADI'S 4 ISSUE REACH	132788	77669	87.4	58.5	99	63225	87.7	47.6	100	24530	95.5	18.5	108				
TOP 50 ADI'S	118946	69511	100.0	58.4	100	56521	100.0	47.5	100	21112	100.0	17.7	100				
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	45662	65.7	59.0	101	35778	63.3	46.2	97	15865	75.1	20.5	116				
TOP 50 ADI'S 2 ISSUE REACH	93091	54732	78.7	58.8	101	43387	76.8	46.6	98	18455	87.4	19.8	112				
TOP 50 ADI'S 5 ISSUE REACH	106408	62365	89.7	58.6	100	49986	88.4	47.0	99	20213	95.7	19.0	107				
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	48193	69.3	58.3	100	38837	68.7	46.9	99	17088	80.9	20.7	116				
TOP 50 ADI'S 2 ISSUE REACH	96573	56056	80.6	58.0	99	45628	80.7	47.2	99	19217	91.0	19.9	112				
TOP 50 ADI'S 4 ISSUE REACH	105783	61357	88.3	58.0	99	50161	88.7	47.4	100	20321	96.3	19.2	108				
TOP 100 METRO'S	104904	61649	100.0	58.8	100	49363	100.0	47.1	100	19892	100.0	19.0	100				
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	41326	67.0	59.4	101	31797	64.4	45.7	97	15058	75.7	21.7	114				
TOP 100 METROS 2 ISSUE REACH	83365	49280	79.9	59.1	101	38426	77.8	46.1	98	17524	88.1	21.0	111				
TOP 100 METROS 5 ISSUE REACH	94829	55836	90.6	58.9	100	44070	89.3	46.5	99	19145	96.2	20.2	106				
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	43812	71.1	58.7	100	34733	70.4	46.5	99	16204	81.5	21.7	114				
TOP 100 METROS 2 ISSUE REACH	87146	51050	82.8	58.6	100	40617	82.3	46.6	99	18276	91.9	21.0	111				
TOP 100 METROS 4 ISSUE REACH	95122	55718	90.4	58.6	100	44440	90.0	46.7	99	19289	97.0	20.3	107				
TOP 50 METRO'S	81659	47494	100.0	58.2	100	38221	100.0	46.8	100	15595	100.0	19.1	100				
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	32227	67.9	58.6	101	24906	65.2	45.3	97	11985	76.9	21.8	114				
TOP 50 METRO'S 2 ISSUE REACH	65609	38248	80.5	58.3	100	29917	78.3	45.6	97	13740	88.1	20.9	110				
TOP 50 METRO'S 5 ISSUE REACH	74287	43167	90.9	58.1	100	34167	89.4	46.0	98	14934	95.8	20.1	105				
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	34415	72.5	57.8	99	27621	72.3	46.4	99	12973	83.2	21.8	114				
TOP 50 METRO'S 2 ISSUE REACH	68924	39722	83.6	57.6	99	31989	83.7	46.4	99	14430	92.5	20.9	110				
TOP 50 METRO'S 4 ISSUE REACH	74784	43117	90.8	57.7	99	34768	91.0	46.5	99	15142	97.1	20.2	106				

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	TOTAL U.S. '000	18-24 A '000	18-24 B % DOWN	18-24 C % ACROSS	18-24 D INDX	25-34 A '000	25-34 B % DOWN	25-34 C % ACROSS	25-34 D INDX	35-44 A '000	35-44 B % DOWN	35-44 C % ACROSS	35-44 D INDX	45-54 A '000	45-54 B % DOWN	45-54 C % ACROSS	45-54 D INDX
TOTAL	178193	25713	100.0	14.4	100	43283	100.0	24.3	100	34804	100.0	19.5	100	23902	100.0	13.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	17540	68.2	12.3	85	31198	72.1	21.9	90	29556	84.9	20.8	106	21610	90.4	15.2	113
1 ISSUE REACH	113337	14664	57.0	12.9	90	25171	58.2	22.2	91	22973	66.0	20.3	104	16415	68.7	14.5	108
2 ISSUE REACH	136156	18827	73.2	13.8	96	31340	72.4	23.0	95	27325	78.5	20.1	103	19529	81.7	14.3	107
5 ISSUE REACH	156184	22592	87.9	14.5	100	37025	85.5	23.7	98	31027	89.1	19.9	102	21996	92.0	14.1	105
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	17503	68.1	13.0	90	32143	74.3	23.9	99	27749	79.7	20.7	106	19449	81.4	14.5	108
1 ISSUE REACH	119349	15912	61.9	13.3	92	28887	66.7	24.2	100	24312	69.9	20.4	104	16698	69.9	14.0	104
2 ISSUE REACH	140777	19817	77.1	14.1	98	34719	80.2	24.7	102	28423	81.7	20.2	103	19205	80.3	13.6	102
4 ISSUE REACH	155476	22518	87.6	14.5	100	38586	89.1	24.8	102	31129	89.4	20.0	103	20920	87.5	13.5	100
TOP 100 ADI'S	150866	21836	100.0	14.5	100	36840	100.0	24.4	100	29344	100.0	19.5	100	20080	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	12727	58.3	13.1	91	21460	58.3	22.2	91	19502	66.5	20.1	104	13982	69.6	14.4	108
TOP 100 ADI'S 2 ISSUE REACH	116336	16369	75.0	14.1	97	26770	72.7	23.0	94	23134	78.8	19.9	102	16522	82.3	14.2	107
TOP 100 ADI'S 5 ISSUE REACH	133218	19558	89.6	14.7	101	31642	85.9	23.8	97	26211	89.3	19.7	101	18520	92.2	13.9	104
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	13892	63.6	13.6	94	24701	67.0	24.1	99	20729	70.6	20.3	104	14224	70.8	13.9	104
TOP 100 ADI'S 2 ISSUE REACH	120491	17167	78.6	14.2	98	29628	80.4	24.6	101	24251	82.6	20.1	103	16326	81.3	13.5	102
TOP 100 ADI'S 4 ISSUE REACH	132788	19376	88.7	14.6	101	32888	89.3	24.8	101	26522	90.4	20.0	103	17744	88.4	13.4	100
TOP 50 ADI'S	118946	17408	100.0	14.6	100	29500	100.0	24.8	100	23421	100.0	19.7	100	15658	100.0	13.2	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	10281	59.1	13.3	91	17416	59.0	22.5	91	15599	66.6	20.2	102	11146	71.2	14.4	109
TOP 50 ADI'S 2 ISSUE REACH	93091	13153	75.6	14.1	97	21697	73.5	23.3	94	18695	79.8	20.1	102	13177	84.2	14.2	108
TOP 50 ADI'S 5 ISSUE REACH	106408	15642	89.9	14.7	100	25573	86.7	24.0	97	21242	90.7	20.0	101	14689	93.8	13.8	105
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	11495	66.0	13.9	95	20077	68.1	24.3	98	16793	71.7	20.3	103	11508	73.5	13.9	106
TOP 50 ADI'S 2 ISSUE REACH	96573	14042	80.7	14.5	99	23907	81.0	24.8	100	19506	83.3	20.2	103	13074	83.5	13.5	103
TOP 50 ADI'S 4 ISSUE REACH	105783	15699	90.2	14.8	101	26422	89.6	25.0	101	21244	90.7	20.1	102	14099	90.0	13.3	101
TOP 100 METRO'S	104904	15800	100.0	15.1	100	26713	100.0	25.5	100	20586	100.0	19.6	100	13983	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	9481	60.0	13.6	91	16100	60.3	23.2	91	13858	67.3	19.9	102	10152	72.6	14.6	110
TOP 100 METROS 2 ISSUE REACH	83365	12158	76.9	14.6	97	20012	74.9	24.0	94	16495	80.1	19.8	101	11915	85.2	14.3	107
TOP 100 METROS 5 ISSUE REACH	94829	14408	91.2	15.2	101	23477	87.9	24.8	97	18663	90.7	19.7	100	13196	94.4	13.9	104
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	10509	66.5	14.1	93	18663	69.9	25.0	98	15025	73.0	20.1	103	10484	75.0	14.0	105
TOP 100 METROS 2 ISSUE REACH	87146	12949	82.0	14.9	99	22136	82.9	25.4	100	17348	84.3	19.9	101	11928	85.3	13.7	103
TOP 100 METROS 4 ISSUE REACH	95122	14483	91.7	15.2	101	24334	91.1	25.6	100	18812	91.4	19.8	101	12832	91.8	13.5	101
TOP 50 METRO'S	81659	12633	100.0	15.5	100	20751	100.0	25.4	100	16016	100.0	19.6	100	10872	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	7673	60.7	14.0	90	12826	61.8	23.3	92	10917	68.2	19.9	101	8067	74.2	14.7	110
TOP 50 METRO'S 2 ISSUE REACH	65609	9812	77.7	15.0	97	15884	76.5	24.2	95	12950	80.9	19.7	101	9326	85.8	14.2	107
TOP 50 METRO'S 5 ISSUE REACH	74287	11582	91.7	15.6	101	18516	89.2	24.9	98	14600	91.2	19.7	100	10247	94.3	13.8	104
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	8654	68.5	14.5	94	14834	71.5	24.9	98	11943	74.6	20.1	102	8359	76.9	14.0	105
TOP 50 METRO'S 2 ISSUE REACH	68924	10536	83.4	15.3	99	17519	84.4	25.4	100	13653	85.2	19.8	101	9442	86.8	13.7	103
TOP 50 METRO'S 4 ISSUE REACH	74784	11684	92.5	15.6	101	19159	92.3	25.6	101	14718	91.9	19.7	100	10100	92.9	13.5	101

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	TOTAL U.S. '000	55-64 A '000	55-64 B % DOWN	55-64 C % ACROSS %	55-64 D INDX	65 OR OLDER A '000	65 OR OLDER B % DOWN	65 OR OLDER C % ACROSS %	65 OR OLDER D INDX	18-34 A '000	18-34 B % DOWN	18-34 C % ACROSS %	18-34 D INDX	18-49 A '000	18-49 B % DOWN	18-49 C % ACROSS %	18-49 D INDX
TOTAL	178193	21733	100.0	12.2	100	28756	100.0	16.1	100	68997	100.0	38.7	100	115841	100.0	65.0	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	19589	90.1	13.8	113	22688	78.9	16.0	99	48738	70.6	34.3	89	89381	77.2	62.9	97
1 ISSUE REACH	113337	15199	69.9	13.4	110	18916	65.8	16.7	103	39834	57.7	35.1	91	71285	61.5	62.9	97
2 ISSUE REACH	136156	17477	80.4	12.8	105	21658	75.3	15.9	99	50167	72.7	36.8	95	87460	75.5	64.2	99
5 ISSUE REACH	156184	19409	89.3	12.4	102	24189	84.1	15.5	96	59622	86.4	38.2	99	101717	87.8	65.1	100
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	17191	79.1	12.8	105	20199	70.2	15.0	93	49646	72.0	37.0	96	87152	75.2	64.9	100
1 ISSUE REACH	119349	15213	70.0	12.7	105	18326	63.7	15.4	95	44800	64.9	37.5	97	77537	66.9	65.0	100
2 ISSUE REACH	140777	17500	80.5	12.4	102	21114	73.4	15.0	93	54536	79.0	38.7	100	92629	80.0	65.8	101
4 ISSUE REACH	155476	19060	87.7	12.3	101	23191	80.6	14.9	92	61093	88.5	39.3	101	102726	88.7	66.1	102
TOP 100 ADI'S	150866	18533	100.0	12.3	100	24233	100.0	16.1	100	58676	100.0	38.9	100	98354	100.0	65.2	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	13059	70.5	13.5	110	16136	66.6	16.7	104	34188	58.3	35.3	91	61052	62.1	63.0	97
TOP 100 ADI'S 2 ISSUE REACH	116336	15029	81.1	12.9	105	18512	76.4	15.9	99	43139	73.5	37.1	95	74867	76.1	64.4	99
TOP 100 ADI'S 5 ISSUE REACH	133218	16677	90.0	12.5	102	20671	85.3	15.5	97	51220	87.3	38.4	99	86912	88.4	65.2	100
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	13039	70.4	12.7	104	15738	64.9	15.4	96	38592	65.8	37.7	97	66655	67.8	65.1	100
TOP 100 ADI'S 2 ISSUE REACH	120491	14998	80.9	12.4	101	18120	74.8	15.0	94	46796	79.8	38.8	100	79469	80.8	66.0	101
TOP 100 ADI'S 4 ISSUE REACH	132788	16325	88.1	12.3	100	19873	82.0	15.0	93	52257	89.1	39.4	101	87917	89.4	66.2	102
TOP 50 ADI'S	118946	14444	100.0	12.1	100	18514	100.0	15.6	100	46908	100.0	39.4	100	78390	100.0	65.9	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	10538	73.0	13.6	112	12391	66.9	16.0	103	27697	59.0	35.8	91	49153	62.7	63.5	96
TOP 50 ADI'S 2 ISSUE REACH	93091	12128	84.0	13.0	107	14240	76.9	15.3	98	34850	74.3	37.4	95	60399	77.0	64.9	98
TOP 50 ADI'S 5 ISSUE REACH	106408	13369	92.6	12.6	103	15906	85.9	14.9	96	41227	87.9	38.7	98	70023	89.3	65.8	100
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	10543	73.0	12.7	105	12313	66.5	14.9	96	31572	67.3	38.2	97	54299	69.3	65.6	100
TOP 50 ADI'S 2 ISSUE REACH	96573	11921	82.5	12.3	102	14122	76.3	14.6	94	37949	80.9	39.3	100	64201	81.9	66.5	101
TOP 50 ADI'S 4 ISSUE REACH	105783	12846	88.9	12.1	100	15434	83.4	14.6	94	42120	89.8	39.8	101	70624	90.1	66.8	101
TOP 100 METRO'S	104904	12492	100.0	11.9	100	15331	100.0	14.6	100	42513	100.0	40.5	100	70288	100.0	67.0	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	9295	74.4	13.4	112	10643	69.4	15.3	105	25581	60.2	36.8	91	44780	63.7	64.4	96
TOP 100 METROS 2 ISSUE REACH	83365	10596	84.8	12.7	107	12189	79.5	14.6	100	32170	75.7	38.6	95	54890	78.1	65.8	98
TOP 100 METROS 5 ISSUE REACH	94829	11603	92.9	12.2	103	13530	88.3	14.3	98	37899	89.1	40.0	99	63373	90.2	66.8	100
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	9397	75.2	12.6	106	10608	69.2	14.2	97	29172	68.6	39.1	96	49657	70.6	66.5	99
TOP 100 METROS 2 ISSUE REACH	87146	10645	85.2	12.2	103	12140	79.2	13.9	95	35085	82.5	40.3	99	58592	83.4	67.2	100
TOP 100 METROS 4 ISSUE REACH	95122	11434	91.5	12.0	101	13211	86.2	13.9	95	38813	91.3	40.8	101	64208	91.3	67.5	101
TOP 50 METRO'S	81659	9770	100.0	12.0	100	11618	100.0	14.2	100	33384	100.0	40.9	100	55060	100.0	67.4	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	7349	75.2	13.4	112	8140	70.1	14.8	104	20499	61.4	37.3	91	35687	64.8	64.9	96
TOP 50 METRO'S 2 ISSUE REACH	65609	8312	85.1	12.7	106	9326	80.3	14.2	100	25696	77.0	39.2	96	43570	79.1	66.4	98
TOP 50 METRO'S 5 ISSUE REACH	74287	9063	92.8	12.2	102	10339	89.0	13.9	98	30104	90.2	40.5	99	50054	90.9	67.4	100
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	7493	76.7	12.6	105	8282	71.3	13.9	98	23487	70.4	39.4	96	39856	72.4	66.9	99
TOP 50 METRO'S 2 ISSUE REACH	68924	8343	85.4	12.1	101	9432	81.2	13.7	96	28054	84.0	40.7	100	46672	84.8	67.7	100
TOP 50 METRO'S 4 ISSUE REACH	74784	8893	91.0	11.9	99	10215	87.9	13.7	96	30841	92.4	41.2	101	50837	92.3	68.0	101

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	TOTAL U.S. '000	GRADUATED COLLEGE A '000	GRADUATED COLLEGE B % DOWN	GRADUATED COLLEGE C % ACROSS	GRADUATED COLLEGE D INDX	ATTENDED COLLEGE (1-3 YRS.) A '000	ATTENDED COLLEGE (1-3 YRS.) B % DOWN	ATTENDED COLLEGE (1-3 YRS.) C % ACROSS	ATTENDED COLLEGE (1-3 YRS.) D INDX	GRADUATED HIGH SCHOOL A '000	GRADUATED HIGH SCHOOL B % DOWN	GRADUATED HIGH SCHOOL C % ACROSS	GRADUATED HIGH SCHOOL D INDX	DID NOT GRADUATE HIGH SCHOOL A '000	DID NOT GRADUATE HIGH SCHOOL B % DOWN	DID NOT GRADUATE HIGH SCHOOL C % ACROSS	DID NOT GRADUATE HIGH SCHOOL D INDX
TOTAL	178193	32799	100.0	18.4	100	32672	100.0	18.3	100	70684	100.0	39.7	100	22638	100.0	12.7	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	34555	105.4	24.3	132	30066	92.0	21.1	115	55351	78.3	38.9	98	13351	59.0	9.4	74
1 ISSUE REACH	113337	24607	75.0	21.7	118	23048	70.5	20.3	111	45952	65.0	40.5	102	11774	52.0	10.4	82
2 ISSUE REACH	136156	28557	87.1	21.0	114	27303	83.6	20.1	109	55188	78.1	40.5	102	14997	66.2	11.0	87
5 ISSUE REACH	156184	31290	95.4	20.0	109	30519	93.4	19.5	107	63052	89.2	40.4	102	18209	80.4	11.7	92
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	31213	95.2	23.3	126	27950	85.5	20.8	114	53582	75.8	39.9	101	13665	60.4	10.2	80
1 ISSUE REACH	119349	26336	80.3	22.1	120	24353	74.5	20.4	111	48633	68.8	40.7	103	12703	56.1	10.6	84
2 ISSUE REACH	140777	29716	90.6	21.1	115	28314	86.7	20.1	110	57283	81.0	40.7	103	15928	70.4	11.3	89
4 ISSUE REACH	155476	31493	96.0	20.3	110	30622	93.7	19.7	107	63011	89.1	40.5	102	18372	81.2	11.8	93
TOP 100 ADI'S	150866	28752	100.0	19.1	100	27455	100.0	18.2	100	60022	100.0	39.8	100	19169	100.0	12.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	21583	75.1	22.3	117	19557	71.2	20.2	111	39310	65.5	40.6	102	9986	52.1	10.3	81
TOP 100 ADI'S 2 ISSUE REACH	116336	25074	87.2	21.6	113	23091	84.1	19.8	109	47203	78.6	40.6	102	12776	66.6	11.0	86
TOP 100 ADI'S 5 ISSUE REACH	133218	27470	95.5	20.6	108	25732	93.7	19.3	106	53849	89.7	40.4	102	15546	81.1	11.7	92
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	23082	80.3	22.6	118	20518	74.7	20.1	110	41842	69.7	40.9	103	10775	56.2	10.5	83
TOP 100 ADI'S 2 ISSUE REACH	120491	26142	90.9	21.7	114	23754	86.5	19.7	108	49172	81.9	40.8	103	13516	70.5	11.2	88
TOP 100 ADI'S 4 ISSUE REACH	132788	27708	96.4	20.9	109	25660	93.5	19.3	106	53950	89.9	40.6	102	15590	81.3	11.7	92
TOP 50 ADI'S	118946	24325	100.0	20.5	100	21897	100.0	18.4	100	46747	100.0	39.3	100	14530	100.0	12.2	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	18381	75.6	23.8	116	15455	70.6	20.0	109	31064	66.5	40.1	102	7630	52.5	9.9	81
TOP 50 ADI'S 2 ISSUE REACH	93091	21321	87.7	22.9	112	18380	83.9	19.7	107	37409	80.0	40.2	102	9819	67.6	10.5	86
TOP 50 ADI'S 5 ISSUE REACH	106408	23307	95.8	21.9	107	20555	93.9	19.3	105	42581	91.1	40.0	102	11970	82.4	11.2	92
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	19753	81.2	23.9	117	16546	75.6	20.0	109	33523	71.7	40.5	103	8247	56.8	10.0	82
TOP 50 ADI'S 2 ISSUE REACH	96573	22304	91.7	23.1	113	19060	87.0	19.7	107	38976	83.4	40.4	103	10313	71.0	10.7	87
TOP 50 ADI'S 4 ISSUE REACH	105783	23562	96.9	22.3	109	20528	93.7	19.4	105	42456	90.8	40.1	102	11868	81.7	11.2	92
TOP 100 METRO'S	104904	22600	100.0	21.5	100	19857	100.0	18.9	100	41263	100.0	39.3	100	12086	100.0	11.5	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	17194	76.1	24.7	115	14056	70.8	20.2	107	27812	67.4	40.0	102	6752	55.9	9.7	84
TOP 100 METROS 2 ISSUE REACH	83365	19842	87.8	23.8	110	16732	84.3	20.1	106	33374	80.9	40.0	102	8637	71.5	10.4	90
TOP 100 METROS 5 ISSUE REACH	94829	21640	95.8	22.8	106	18698	94.2	19.7	104	37831	91.7	39.9	101	10391	86.0	11.0	95
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	18589	82.3	24.9	116	15218	76.6	20.4	108	30165	73.1	40.4	103	7093	58.7	9.5	82
TOP 100 METROS 2 ISSUE REACH	87146	20947	92.7	24.0	112	17486	88.1	20.1	106	35101	85.1	40.3	102	8970	74.2	10.3	89
TOP 100 METROS 4 ISSUE REACH	95122	22039	97.5	23.2	108	18768	94.5	19.7	104	38116	92.4	40.1	102	10325	85.4	10.9	94
TOP 50 METRO'S	81659	18228	100.0	22.3	100	15578	100.0	19.1	100	32108	100.0	39.3	100	8984	100.0	11.0	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	14105	77.4	25.7	115	11148	71.6	20.3	106	21889	68.2	39.8	101	5027	56.0	9.1	83
TOP 50 METRO'S 2 ISSUE REACH	65609	16063	88.1	24.5	110	13226	84.9	20.2	106	26223	81.7	40.0	102	6451	71.8	9.8	89
TOP 50 METRO'S 5 ISSUE REACH	74287	17416	95.5	23.4	105	14726	94.5	19.8	104	29633	92.3	39.9	101	7769	86.5	10.5	95
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	15274	83.8	25.6	115	12051	77.4	20.2	106	24026	74.8	40.3	103	5499	61.2	9.2	84
TOP 50 METRO'S 2 ISSUE REACH	68924	17037	93.5	24.7	111	13773	88.4	20.0	105	27752	86.4	40.3	102	6880	76.6	10.0	91
TOP 50 METRO'S 4 ISSUE REACH	74784	17831	97.8	23.8	107	14743	94.6	19.7	103	29960	93.3	40.1	102	7842	87.3	10.5	95

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(ADULTS)

	TOTAL U.S. '000	EMPLOYED FULL TIME 30+ HOURS A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	EMPLOYED PART TIME 29- HOURS A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	NOT EMPLOYED A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	PROFESSIONAL A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL	178193	97991	100.0	55.0	100	12710	100.0	7.1	100	67492	100.0	37.9	100	15126	100.0	8.5	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	84082	85.8	59.1	108	9832	77.4	6.9	97	48267	71.5	33.9	90	15264	100.9	10.7	126
1 ISSUE REACH	113337	64985	66.3	57.3	104	7772	61.1	6.9	96	40580	60.1	35.8	95	11095	73.4	9.8	115
2 ISSUE REACH	136156	77931	79.5	57.2	104	9560	75.2	7.0	98	48666	72.1	35.7	94	12984	85.8	9.5	112
5 ISSUE REACH	156184	88641	90.5	56.8	103	11141	87.7	7.1	100	56234	83.3	36.0	95	14333	94.8	9.2	108
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	78687	80.3	58.6	107	10155	79.9	7.6	106	45392	67.3	33.8	89	14047	92.9	10.5	123
3 ISSUE REACH	119349	69169	70.6	58.0	105	8813	69.3	7.4	104	41367	61.3	34.7	92	11915	78.8	10.0	118
3 ISSUE REACH	140777	81109	82.8	57.6	105	10394	81.8	7.4	104	49274	73.0	35.0	92	13420	88.7	9.5	112
4 ISSUE REACH	155476	88765	90.6	57.1	104	11425	89.9	7.3	103	55124	81.7	35.5	94	14284	94.4	9.2	108
TOP 100 ADI'S	150866	83445	100.0	55.3	100	11069	100.0	7.3	100	56352	100.0	37.4	100	13104	100.0	8.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	55670	66.7	57.5	104	6886	62.2	7.1	97	34310	60.9	35.4	95	9580	73.1	9.9	114
TOP 100 ADI'S 2 ISSUE REACH	116336	66734	80.0	57.4	104	8455	76.4	7.3	99	41148	73.0	35.4	95	11273	86.0	9.7	112
TOP 100 ADI'S 5 ISSUE REACH	133218	75800	90.8	56.9	103	9815	88.7	7.4	100	47472	84.2	35.6	95	12462	95.1	9.4	108
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	59281	71.0	57.9	105	7781	70.3	7.6	104	35260	62.6	34.5	92	10318	78.7	10.1	116
TOP 100 ADI'S 2 ISSUE REACH	120491	69487	83.3	57.7	104	9136	82.5	7.6	103	41868	74.3	34.7	93	11663	89.0	9.7	111
TOP 100 ADI'S 4 ISSUE REACH	132788	75959	91.0	57.2	103	10008	90.4	7.5	103	44691	82.9	35.2	94	12420	94.8	9.4	106
TOP 50 ADI'S	118946	67263	100.0	56.5	100	8789	100.0	7.4	100	42894	100.0	36.1	100	10485	100.0	8.8	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	45377	67.5	58.6	104	5447	62.0	7.0	95	26547	61.9	34.3	95	7758	74.0	10.0	114
TOP 50 ADI'S 2 ISSUE REACH	93091	54460	81.0	58.5	103	6738	76.7	7.2	98	31893	74.4	34.3	95	9097	86.8	9.8	111
TOP 50 ADI'S 5 ISSUE REACH	106408	61722	91.8	58.0	103	7846	89.3	7.4	100	36741	85.7	34.5	96	10016	95.5	9.4	107
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	48778	72.5	59.0	104	6212	70.7	7.5	102	27738	64.7	33.5	93	8451	80.6	10.2	116
TOP 50 ADI'S 2 ISSUE REACH	96573	56725	84.3	58.7	104	7297	83.0	7.6	102	32550	75.9	33.7	93	9508	90.7	9.8	112
TOP 50 ADI'S 4 ISSUE REACH	105783	61679	91.7	58.3	103	7988	90.9	7.6	102	36012	84.0	34.0	94	10066	96.0	9.5	108
TOP 100 METRO'S	104904	60505	100.0	57.7	100	7836	100.0	7.5	100	36564	100.0	34.9	100	9788	100.0	9.3	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	41415	68.4	59.6	103	5003	63.8	7.2	96	23111	63.2	33.2	95	7257	74.1	10.4	112
TOP 100 METROS 2 ISSUE REACH	83365	49624	82.0	59.5	103	6105	77.9	7.3	98	27635	75.6	33.1	95	8489	86.7	10.2	109
TOP 100 METROS 5 ISSUE REACH	94829	56022	92.6	59.1	102	7036	89.8	7.4	99	31672	86.6	33.4	96	9340	95.4	9.8	106
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	45069	74.5	60.3	105	5495	70.1	7.4	99	24120	66.0	32.3	93	8002	81.8	10.7	115
TOP 100 METROS 2 ISSUE REACH	87146	52324	86.5	60.0	104	6476	82.6	7.4	99	28346	77.5	32.5	93	9019	92.1	10.3	111
TOP 100 METROS 4 ISSUE REACH	95122	56585	93.5	59.5	103	7104	90.7	7.5	100	31317	85.6	32.9	94	9509	97.1	10.0	107
TOP 50 METRO'S	81659	47289	100.0	57.9	100	5930	100.0	7.3	100	28440	100.0	34.8	100	7578	100.0	9.3	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	32973	69.7	60.0	104	3876	65.4	7.1	97	18124	63.7	33.0	95	5796	76.5	10.5	114
TOP 50 METRO'S 2 ISSUE REACH	65609	39222	82.9	59.8	103	4731	79.8	7.2	99	21656	76.1	33.0	95	6645	87.7	10.1	109
TOP 50 METRO'S 5 ISSUE REACH	74287	44009	93.1	59.2	102	5424	91.5	7.3	101	24780	87.1	33.4	96	7232	95.4	9.7	105
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	36125	76.4	60.6	105	4289	72.3	7.2	99	19151	67.3	32.2	92	6357	83.9	10.7	115
TOP 50 METRO'S 2 ISSUE REACH	68924	41596	88.0	60.4	104	4983	84.0	7.2	100	22345	78.6	32.4	93	7031	92.8	10.2	110
TOP 50 METRO'S 4 ISSUE REACH	74784	44689	94.5	59.8	103	5419	91.4	7.2	100	24567	86.4	32.9	94	7362	97.1	9.8	106

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	TOTAL U.S. '000	MANAGER/ADMINISTRATOR A '000	B % DOWN	C % ACROSS	D INDX	TECHNICAL / CLERICAL/SALES A '000	B % DOWN	C % ACROSS	D INDX	PRECISION/CRAFT A '000	B % DOWN	C % ACROSS	D INDX	OTHER EMPLOYED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	170193	14357	100.0	8.1	100	36012	100.0	20.2	100	14266	100.0	8.0	100	30939	100.0	17.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	15209	105.9	10.7	133	31328	87.0	22.0	109	10699	75.0	7.5	94	21414	69.2	15.1	87
1 ISSUE REACH	113337	10812	75.3	9.5	118	24607	68.3	21.7	107	8669	60.8	7.6	96	17574	56.8	15.5	89
2 ISSUE REACH	136156	12569	87.5	9.2	115	29451	81.8	21.6	107	10594	74.3	7.8	97	21893	70.8	16.1	93
5 ISSUE REACH	156184	13756	95.8	8.8	109	33255	92.3	21.3	105	12330	86.4	7.9	99	25966	83.9	16.6	96
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	13668	95.2	10.2	126	30022	83.4	22.4	111	10319	72.3	7.7	96	20787	67.2	15.5	89
1 ISSUE REACH	119349	11505	80.1	9.6	120	26539	73.7	22.2	110	9331	65.4	7.8	98	18692	60.4	15.7	90
2 ISSUE REACH	140777	13035	90.8	9.3	115	31091	86.3	22.1	109	11195	78.5	8.0	99	22763	73.6	16.2	93
4 ISSUE REACH	155476	13823	96.3	8.9	110	33742	93.7	21.7	107	12472	87.4	8.0	100	25740	83.2	16.6	95
TOP 100 ADI'S	150866	12589	100.0	8.3	100	31125	100.0	20.6	100	11696	100.0	7.8	100	25999	100.0	17.2	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	9555	75.9	9.9	118	21321	68.5	22.0	107	7163	61.2	7.4	95	14936	57.4	15.4	89
TOP 100 ADI'S 2 ISSUE REACH	116336	11008	87.4	9.5	113	25595	82.2	22.0	107	8782	75.1	7.5	97	18531	71.3	15.9	92
TOP 100 ADI'S 5 ISSUE REACH	133218	12013	95.4	9.0	108	28898	92.8	21.7	105	10220	87.4	7.7	99	21901	84.2	16.4	95
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	10103	80.3	9.9	118	22980	73.8	22.5	109	7736	66.1	7.6	98	15925	61.3	15.6	90
TOP 100 ADI'S 2 ISSUE REACH	120491	11421	90.7	9.5	114	26953	86.6	22.4	108	9270	79.3	7.7	99	19316	74.3	16.0	93
TOP 100 ADI'S 4 ISSUE REACH	132788	12107	96.2	9.1	109	29243	94.0	22.0	107	10308	88.1	7.8	100	21775	83.8	16.4	95
TOP 50 ADI'S	118946	10627	100.0	8.9	100	25590	100.0	21.5	100	9148	100.0	7.7	100	20202	100.0	17.0	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	8108	76.3	10.5	117	17646	69.0	22.8	106	5621	61.4	7.3	94	11692	57.9	15.1	89
TOP 50 ADI'S 2 ISSUE REACH	93091	9359	88.1	10.1	113	21327	83.3	22.9	106	6882	75.2	7.4	96	14533	71.9	15.6	92
TOP 50 ADI'S 5 ISSUE REACH	106408	10198	96.0	9.6	107	24057	94.0	22.6	105	8004	87.5	7.5	98	17171	85.0	16.1	95
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	8638	81.3	10.4	117	19239	75.2	23.3	108	6223	68.0	7.5	98	12440	61.6	15.0	89
TOP 50 ADI'S 2 ISSUE REACH	96573	9709	91.4	10.1	113	22441	87.7	23.2	108	7388	80.8	7.7	99	14977	74.1	15.5	91
TOP 50 ADI'S 4 ISSUE REACH	105783	10255	96.5	9.7	109	24229	94.7	22.9	106	8159	89.2	7.7	100	16825	83.3	15.9	94
TOP 100 METRO'S	104904	10103	100.0	9.6	100	23913	100.0	22.8	100	8231	100.0	7.8	100	16305	100.0	15.5	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	7801	77.2	11.2	116	16588	69.4	23.9	105	5048	61.3	7.3	93	9724	59.6	14.0	90
TOP 100 METROS 2 ISSUE REACH	83365	9036	89.4	10.8	113	19942	83.4	23.9	105	6219	75.6	7.5	95	12044	73.9	14.4	93
TOP 100 METROS 5 ISSUE REACH	94829	9801	97.0	10.3	107	22443	93.9	23.7	104	7249	88.1	7.6	97	14137	86.7	14.9	96
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	8203	81.2	11.0	114	18245	76.3	24.4	107	5683	69.0	7.6	97	10432	64.0	14.0	90
TOP 100 METROS 2 ISSUE REACH	87146	9257	91.6	10.6	110	21223	88.8	24.4	107	6787	82.5	7.8	99	12515	76.8	14.4	92
TOP 100 METROS 4 ISSUE REACH	95122	9780	96.8	10.3	107	22822	95.4	24.0	105	7488	91.0	7.9	100	13981	85.7	14.7	95
TOP 50 METRO'S	81659	8017	100.0	9.8	100	19073	100.0	23.4	100	6135	100.0	7.5	100	12417	100.0	15.2	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	6189	77.2	11.3	115	13382	70.2	24.3	104	3817	62.2	6.9	92	7665	61.7	13.9	92
TOP 50 METRO'S 2 ISSUE REACH	65609	7096	88.5	10.8	110	16092	84.4	24.5	105	4674	76.2	7.1	95	9448	76.1	14.4	95
TOP 50 METRO'S 5 ISSUE REACH	74287	7701	96.1	10.4	106	18047	94.6	24.3	104	5420	88.3	7.3	97	10999	88.6	14.8	97
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	6616	82.5	11.1	113	14818	77.7	24.9	107	4362	71.1	7.3	97	8262	66.5	13.9	91
TOP 50 METRO'S 2 ISSUE REACH	68924	7398	92.3	10.7	109	17222	90.3	25.0	107	5171	84.3	7.5	100	9757	78.6	14.2	93
TOP 50 METRO'S 4 ISSUE REACH	74784	7781	97.1	10.4	106	18420	96.6	24.6	105	5664	92.3	7.6	101	10788	86.9	14.4	95

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	TOTAL U.S. '000	$35,000 OR MORE A '000	B % DOWN	C % ACROSS	D % INDX	$30,000-$34,999 A '000	B % DOWN	C % ACROSS	D % INDX	$25,000-$29,999 A '000	B % DOWN	C % ACROSS	D % INDX	$20,000-$24,999 A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL	178193	19413	100.0	10.9	100	7827	100.0	4.4	100	12072	100.0	6.8	100	14616	100.0	8.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	21614	111.3	15.2	140	7870	100.5	5.5	126	11034	91.4	7.8	115	12264	83.9	8.6	105
1 ISSUE REACH	113337	14969	77.1	13.2	121	5716	73.0	5.0	115	8602	71.3	7.6	112	9756	66.7	8.6	105
2 ISSUE REACH	136156	17080	88.0	12.5	115	6796	86.8	5.0	114	10207	84.6	7.5	111	11803	80.8	8.7	106
5 ISSUE REACH	156184	18540	95.5	11.9	109	7517	96.0	4.8	110	11380	94.3	7.3	108	13435	91.9	8.6	105
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	18556	95.6	13.8	127	6846	87.5	5.1	116	10509	87.1	7.8	116	12051	82.5	9.0	109
1 ISSUE REACH	115349	15562	80.2	13.0	120	5999	76.6	5.0	114	9118	75.5	7.6	113	10617	72.6	8.9	108
2 ISSUE REACH	140777	17489	90.1	12.4	114	6861	87.7	4.9	111	10445	86.5	7.4	110	12423	85.0	8.8	108
4 ISSUE REACH	155476	18539	95.5	11.9	109	7360	94.0	4.7	108	11239	93.1	7.2	107	13521	92.5	8.7	106
TOP 100 ADI'S	150866	17872	100.0	11.8	100	7019	100.0	4.7	100	10629	100.0	7.0	100	12609	100.0	8.4	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	13815	77.3	14.3	120	5023	71.6	5.2	111	7580	71.3	7.8	111	8500	67.4	8.8	105
TOP 100 ADI'S 2 ISSUE REACH	116336	15754	88.1	13.5	114	6029	85.9	5.2	111	9013	84.8	7.7	110	10220	81.1	8.8	105
TOP 100 ADI'S 5 ISSUE REACH	133218	17087	95.6	12.8	108	6716	95.7	5.0	108	10049	94.5	7.5	107	11589	91.9	8.7	104
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	14350	80.3	14.0	118	5402	77.0	5.3	113	7988	75.2	7.8	111	9272	73.5	9.1	108
TOP 100 ADI'S 2 ISSUE REACH	120491	16107	90.1	13.4	113	6185	88.1	5.1	110	9237	86.9	7.7	109	10814	85.8	9.0	107
TOP 100 ADI'S 4 ISSUE REACH	132788	17065	95.5	12.9	108	6630	94.5	5.0	107	9965	93.8	7.5	107	11734	93.1	8.8	106
TOP 50 ADI'S	118946	15082	100.0	12.7	100	5602	100.0	4.7	100	8826	100.0	7.4	100	10109	100.0	8.5	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	11769	78.0	15.2	120	4009	71.6	5.2	110	6344	71.9	8.2	111	6942	68.7	9.0	106
TOP 50 ADI'S 2 ISSUE REACH	93091	13375	88.7	14.4	113	4837	86.3	5.2	110	7603	86.1	8.2	110	8333	82.4	9.0	105
TOP 50 ADI'S 5 ISSUE REACH	106408	14463	95.9	13.6	107	5387	96.2	5.1	107	8456	95.8	7.9	107	9402	93.0	8.8	104
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	12353	81.9	14.9	118	4387	78.3	5.3	113	6744	76.4	8.2	110	7633	75.5	9.2	109
TOP 50 ADI'S 2 ISSUE REACH	96573	13688	90.8	14.2	112	5021	89.6	5.2	110	7733	87.6	8.0	108	8802	87.1	9.1	107
TOP 50 ADI'S 4 ISSUE REACH	105783	14420	95.6	13.6	108	5359	95.7	5.1	108	8303	94.1	7.8	106	9482	93.8	9.0	105
TOP 100 METRO'S	104904	14614	100.0	13.9	100	5173	100.0	4.9	100	7841	100.0	7.5	100	9007	100.0	8.6	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	11408	78.1	16.4	118	3715	71.8	5.3	108	5762	73.5	8.3	111	6234	69.2	9.0	104
TOP 100 METROS 2 ISSUE REACH	83365	12989	88.9	15.6	112	4476	86.5	5.4	109	6850	87.4	8.2	110	7469	82.9	9.0	104
TOP 100 METROS 5 ISSUE REACH	94829	14044	96.1	14.8	106	4979	96.2	5.3	106	7558	96.4	8.0	107	8407	93.3	8.9	103
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	12121	82.9	16.2	117	4068	78.6	5.4	110	6096	77.7	8.2	109	6888	76.5	9.2	107
TOP 100 METROS 2 ISSUE REACH	87146	13479	92.2	15.5	111	4641	89.7	5.3	108	6996	89.2	8.0	107	7985	88.7	9.2	107
TOP 100 METROS 4 ISSUE REACH	95122	14158	96.9	14.9	107	4948	95.7	5.2	105	7483	95.4	7.9	105	8581	95.3	9.0	105
TOP 50 METRO'S	81659	11784	100.0	14.4	100	4070	100.0	5.0	100	5984	100.0	7.3	100	6955	100.0	8.5	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	9294	78.9	16.9	117	2976	73.1	5.4	109	4450	74.4	8.1	110	4904	70.5	8.9	105
TOP 50 METRO'S 2 ISSUE REACH	65609	10487	89.0	16.0	111	3562	87.5	5.4	109	5221	87.2	8.0	109	5791	83.3	8.8	104
TOP 50 METRO'S 5 ISSUE REACH	74287	11298	95.9	15.2	105	3935	96.7	5.3	106	5739	95.9	7.7	105	6471	93.0	8.7	102
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	9836	83.5	16.5	114	3284	80.7	5.5	111	4744	79.3	8.0	109	5502	79.1	9.2	108
TOP 50 METRO'S 2 ISSUE REACH	68924	10855	92.1	15.7	109	3723	91.5	5.4	108	5430	90.7	7.9	108	6251	89.9	9.1	106
TOP 50 METRO'S 4 ISSUE REACH	74784	11381	96.6	15.2	105	3940	96.8	5.3	106	5775	96.5	7.7	105	6652	95.6	8.9	104

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	TOTAL U.S. '000	$10,000 - $19,999 A '000	B % DOWN	C % ACROSS	D INDX	UNDER $10,000 A '000	B % DOWN	C % ACROSS	D INDX	$30,000 OR MORE A '000	B % DOWN	C % ACROSS	D INDX	$25,000 OR MORE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	33471	100.0	18.8	100	23301	100.0	13.1	100	27240	100.0	15.3	100	39312	100.0	22.1	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	25135	75.1	17.7	94	15998	68.7	11.3	86	29484	108.2	20.7	136	40518	103.1	28.5	129
1 ISSUE REACH	113337	20634	61.6	18.2	97	13079	56.1	11.5	88	20685	75.9	18.3	119	29287	74.5	25.8	117
2 ISSUE REACH	136156	25268	75.5	18.6	99	16336	70.1	12.0	92	23877	87.7	17.5	115	34083	86.7	25.0	113
5 ISSUE REACH	156184	29357	87.7	18.8	100	19434	83.4	12.4	95	26056	95.7	16.7	109	37434	95.2	24.0	109
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	24605	73.5	18.3	98	16275	69.8	12.1	93	25402	93.3	18.9	124	35910	91.3	26.8	121
1 ISSUE REACH	119349	22203	66.3	18.6	99	14483	62.2	12.1	93	21561	79.2	18.1	118	30679	78.0	25.7	117
2 ISSUE REACH	140777	26578	79.4	18.9	101	17707	76.0	12.6	96	24351	89.4	17.3	113	34796	88.5	24.7	112
4 ISSUE REACH	155476	29531	88.2	19.0	101	19987	85.8	12.9	98	25899	95.1	16.7	109	37142	94.5	23.9	108
TOP 100 ADI'S	150866	27590	100.0	18.3	100	18796	100.0	12.5	100	24891	100.0	16.5	100	35520	100.0	23.5	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	17093	62.0	17.6	96	10544	56.1	10.9	87	18839	75.7	19.4	118	26418	74.4	27.3	116
TOP 100 ADI'S 2 ISSUE REACH	116336	20917	75.8	18.0	98	13255	70.5	11.4	91	21783	87.5	18.7	113	30796	86.7	26.5	112
TOP 100 ADI'S 5 ISSUE REACH	133218	24273	88.0	18.2	100	15817	84.2	11.9	95	23798	95.6	17.9	108	33844	95.3	25.4	108
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	18264	66.2	17.8	98	11786	62.7	11.5	92	19752	79.4	19.3	117	27740	78.1	27.1	115
TOP 100 ADI'S 2 ISSUE REACH	120491	21822	79.1	18.1	99	14459	76.9	12.0	96	22292	89.6	18.5	112	31529	88.8	26.2	111
TOP 100 ADI'S 4 ISSUE REACH	132788	24239	87.9	18.3	100	16321	86.8	12.3	99	23694	95.2	17.8	108	33657	94.8	25.3	108
TOP 50 ADI'S	118946	21698	100.0	18.2	100	14735	100.0	12.4	100	20684	100.0	17.4	100	29510	100.0	24.8	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	13451	62.0	17.4	95	8310	56.4	10.7	87	15778	76.3	20.4	117	22121	75.0	28.6	115
TOP 50 ADI'S 2 ISSUE REACH	93091	16531	76.2	17.8	97	10519	71.4	11.3	91	18212	88.0	19.6	113	25815	87.5	27.7	112
TOP 50 ADI'S 5 ISSUE REACH	106408	19210	88.5	18.1	99	12579	85.4	11.8	95	19846	95.9	18.7	107	28298	95.9	26.6	107
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	14528	67.0	17.6	96	9346	63.4	11.3	91	16740	80.9	20.2	116	23484	79.6	28.4	114
TOP 50 ADI'S 2 ISSUE REACH	96573	17363	80.0	18.0	99	11417	77.5	11.8	95	18709	90.5	19.4	111	26441	89.6	27.4	110
TOP 50 ADI'S 4 ISSUE REACH	105783	19257	88.8	18.2	100	12849	87.2	12.1	98	19778	95.6	18.7	108	28080	95.2	26.5	107
TOP 100 METRO'S	104904	19626	100.0	18.7	100	12078	100.0	11.5	100	19788	100.0	18.9	100	27629	100.0	26.3	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	12271	62.5	17.6	94	7027	58.2	10.1	88	15123	76.4	21.8	115	20885	75.6	30.0	114
TOP 100 METROS 2 ISSUE REACH	83365	15068	76.8	18.1	97	8879	73.5	10.7	93	17465	88.3	21.0	111	24315	88.0	29.2	111
TOP 100 METROS 5 ISSUE REACH	94829	17475	89.0	18.4	98	10550	87.3	11.1	97	19019	96.1	20.1	106	26576	96.2	28.0	106
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	13539	69.0	18.1	97	7854	65.0	10.5	91	16189	81.8	21.7	115	22284	80.7	29.8	113
TOP 100 METROS 2 ISSUE REACH	87146	16122	82.1	18.5	99	9576	79.3	11.0	95	18121	91.6	20.8	110	25117	90.9	28.8	109
TOP 100 METROS 4 ISSUE REACH	95122	17779	90.6	18.7	100	10730	88.8	11.3	98	19105	96.5	20.1	106	26586	96.2	27.9	106
TOP 50 METRO'S	81659	15186	100.0	18.6	100	9240	100.0	11.3	100	15853	100.0	19.4	100	21838	100.0	26.7	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	9770	64.3	17.8	96	5455	59.0	9.9	88	12270	77.4	22.3	115	16720	76.6	30.4	114
TOP 50 METRO'S 2 ISSUE REACH	65609	11961	78.8	18.2	98	6931	75.0	10.6	93	14049	88.6	21.4	110	19270	88.2	29.4	110
TOP 50 METRO'S 5 ISSUE REACH	74287	13775	90.7	18.5	100	8226	89.0	11.1	98	15234	96.1	20.5	106	20972	96.0	28.2	106
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	10895	71.7	18.3	98	6152	66.6	10.3	91	13120	82.8	22.0	113	17865	81.8	30.0	112
TOP 50 METRO'S 2 ISSUE REACH	68924	12856	84.7	18.7	100	7465	80.8	10.8	96	14578	92.0	21.2	109	20008	91.6	29.0	109
TOP 50 METRO'S 4 ISSUE REACH	74784	14047	92.5	18.8	101	8320	90.0	11.1	98	15321	96.6	20.5	106	21095	96.6	28.2	105

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SINGLE A '000	SINGLE B % DOWN	SINGLE C % ACROSS	SINGLE D INDX	MARRIED A '000	MARRIED B % DOWN	MARRIED C % ACROSS	MARRIED D INDX	ALL OTHERS A '000	ALL OTHERS B % DOWN	ALL OTHERS C % ACROSS	ALL OTHERS D INDX	ENGAGED A '000	ENGAGED B % DOWN	ENGAGED C % ACROSS	ENGAGED D INDX
TOTAL	178193	38354	100.0	21.5	100	107815	100.0	60.5	100	32024	100.0	18.0	100	3971	100.0	2.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	29068	75.8	20.4	95	90022	83.5	63.3	105	23091	72.1	16.2	90	2912	73.3	2.0	92
1 ISSUE REACH	113337	23359	60.9	20.6	96	71117	66.0	62.7	104	18861	58.9	16.6	93	2362	59.5	2.1	94
2 ISSUE REACH	136156	29061	75.8	21.3	99	84130	78.0	61.8	102	22965	71.7	16.9	94	3016	76.0	2.2	99
5 ISSUE REACH	156184	34031	88.7	21.8	101	95352	88.4	61.1	101	26807	83.7	17.2	96	3579	90.1	2.3	103
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	27632	72.0	20.6	96	84440	78.3	62.9	104	22162	69.2	16.5	92	2999	75.5	2.2	100
1 ISSUE REACH	119349	24597	64.1	20.6	96	74857	69.4	62.7	104	19896	62.1	16.7	93	2711	68.3	2.3	102
2 ISSUE REACH	140777	30032	78.3	21.3	99	86962	80.7	61.8	102	23783	74.3	16.9	94	3290	82.9	2.3	105
4 ISSUE REACH	155476	33737	88.0	21.7	101	95128	88.2	61.2	101	26615	83.1	17.1	95	3650	91.9	2.3	105
TOP 100 ADI'S	150866	33617	100.0	22.3	100	89534	100.0	59.3	100	27715	100.0	18.4	100	3404	100.0	2.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	20783	61.8	21.5	96	59398	66.3	61.3	103	16685	60.2	17.2	94	2100	61.7	2.2	96
TOP 100 ADI'S 2 ISSUE REACH	116336	25818	76.8	22.2	100	70256	78.5	60.4	102	20263	73.1	17.4	95	2669	78.4	2.3	102
TOP 100 ADI'S 5 ISSUE REACH	133218	30122	89.6	22.6	101	79546	88.8	59.7	101	23551	85.0	17.7	96	3133	92.0	2.4	104
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	21948	65.3	21.5	96	62956	70.3	61.5	104	17417	62.8	17.0	93	2371	69.7	2.3	103
TOP 100 ADI'S 2 ISSUE REACH	120491	26733	79.5	22.2	100	72949	81.5	60.5	102	20810	75.1	17.3	94	2851	83.8	2.4	105
TOP 100 ADI'S 4 ISSUE REACH	132788	29925	89.0	22.5	101	79605	88.9	59.9	101	23257	83.9	17.5	95	3144	92.4	2.4	105
TOP 50 ADI'S	118946	27058	100.0	22.7	100	69971	100.0	58.8	100	21917	100.0	18.4	100	2684	100.0	2.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	16970	62.7	21.9	96	46938	67.1	60.7	103	13464	61.4	17.4	94	1719	64.0	2.2	98
TOP 50 ADI'S 2 ISSUE REACH	93091	21132	78.1	22.7	100	55618	79.5	59.7	102	16340	74.6	17.6	95	2154	80.3	2.3	103
TOP 50 ADI'S 5 ISSUE REACH	106408	24590	90.9	23.1	102	62885	89.9	59.1	100	18928	86.4	17.8	97	2496	93.0	2.3	104
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	18227	67.4	22.0	97	50291	71.9	60.8	103	14210	64.8	17.2	93	1918	71.5	2.3	103
TOP 50 ADI'S 2 ISSUE REACH	96573	21937	81.1	22.7	100	57773	82.6	59.8	102	16863	76.9	17.5	95	2288	85.2	2.4	105
TOP 50 ADI'S 4 ISSUE REACH	105783	24353	90.0	23.0	101	62696	89.6	59.3	101	18734	85.5	17.7	96	2506	93.4	2.4	105
TOP 100 METRO'S	104904	25315	100.0	24.1	100	60591	100.0	57.8	100	18998	100.0	18.1	100	2507	100.0	2.4	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	16032	63.3	23.1	96	41416	68.4	59.6	103	12081	63.6	17.4	96	1584	63.2	2.3	95
TOP 100 METROS 2 ISSUE REACH	83365	19923	78.7	23.9	99	48796	80.5	58.5	101	14646	77.1	17.6	97	2058	82.1	2.5	103
TOP 100 METROS 5 ISSUE REACH	94829	23117	91.3	24.4	101	54872	90.6	57.9	100	16856	88.7	17.8	98	2400	95.7	2.5	106
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	17139	67.7	22.9	95	44716	73.8	59.9	104	12829	67.5	17.2	95	1853	73.9	2.5	104
TOP 100 METROS 2 ISSUE REACH	87146	20748	82.0	23.8	99	51235	84.6	58.8	102	15162	79.8	17.4	96	2237	89.2	2.6	107
TOP 100 METROS 4 ISSUE REACH	95122	23043	91.0	24.2	100	55353	91.4	58.2	101	16739	88.1	17.6	97	2427	96.8	2.6	107
TOP 50 METRO'S	81659	20053	100.0	24.6	100	46855	100.0	57.4	100	14751	100.0	18.1	100	1972	100.0	2.4	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	12912	64.4	23.5	96	32549	69.5	59.2	103	9512	64.5	17.3	96	1262	64.0	2.3	95
TOP 50 METRO'S 2 ISSUE REACH	65609	16060	80.1	24.5	100	38140	81.4	58.1	101	11409	77.3	17.4	96	1611	81.7	2.5	102
TOP 50 METRO'S 5 ISSUE REACH	74287	18555	92.5	25.0	102	42682	91.1	57.5	100	13048	88.5	17.6	97	1869	94.8	2.5	104
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	14015	69.9	23.5	96	35386	75.5	59.4	104	10164	68.9	17.1	94	1485	75.3	2.5	103
TOP 50 METRO'S 2 ISSUE REACH	68924	16754	83.5	24.3	99	40186	85.8	58.3	102	11984	81.2	17.4	96	1753	88.9	2.5	105
TOP 50 METRO'S 4 ISSUE REACH	74784	18446	92.0	24.7	100	43165	92.1	57.7	101	13183	89.4	17.6	98	1893	96.0	2.5	105

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	TOTAL U.S. '000	1 A '000	1 B % DOWN	1 C % ACROSS	1 D INDX	2 A '000	2 B % DOWN	2 C % ACROSS	2 D INDX	3 OR 4 A '000	3 OR 4 B % DOWN	3 OR 4 C % ACROSS	3 OR 4 D INDX	5 OR MORE A '000	5 OR MORE B % DOWN	5 OR MORE C % ACROSS	5 OR MORE D INDX
TOTAL	178193	22006	100.0	12.3	100	57453	100.0	32.2	100	71838	100.0	40.3	100	26896	100.0	15.1	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	16262	73.9	11.4	93	48009	83.6	33.8	105	57575	80.1	40.5	100	20335	75.6	14.3	95
1 ISSUE REACH	113337	13344	60.6	11.8	95	38166	66.4	33.7	104	45357	63.1	40.0	99	16470	61.2	14.5	96
2 ISSUE REACH	136156	16036	72.9	11.8	95	45171	78.6	33.2	103	55107	76.7	40.5	100	19842	73.8	14.6	97
5 ISSUE REACH	156184	18528	84.2	11.9	96	51142	89.0	32.7	102	63561	88.5	40.7	101	22923	85.2	14.7	97
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	14570	66.2	10.9	88	44301	77.1	33.0	102	55944	77.9	41.7	103	19419	72.2	14.5	96
1 ISSUE REACH	119349	13304	60.5	11.1	90	39686	69.1	33.3	103	49061	68.3	41.1	102	17299	64.3	14.5	96
2 ISSUE REACH	140777	15951	72.5	11.3	92	46210	80.4	32.8	102	57558	80.1	40.9	101	21059	78.3	15.0	99
4 ISSUE REACH	155476	17917	81.4	11.5	93	50620	88.1	32.6	101	63298	88.1	40.7	101	23625	87.8	15.2	101
TOP 100 ADI'S	150866	19184	100.0	12.7	100	48418	100.0	32.1	100	60868	100.0	40.3	100	22396	100.0	14.8	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	11878	61.9	12.3	96	32221	66.5	33.3	104	38709	63.6	40.0	99	14058	62.8	14.5	98
TOP 100 ADI'S 2 ISSUE REACH	116336	14270	74.4	12.3	96	38075	78.6	32.7	102	47121	77.4	40.5	100	16871	75.3	14.5	98
TOP 100 ADI'S 5 ISSUE REACH	133218	16438	85.7	12.3	97	43072	89.0	32.3	101	54308	89.2	40.8	101	19385	86.6	14.6	98
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	11841	61.7	11.6	91	33705	69.6	32.9	103	42010	69.0	41.1	102	14766	65.9	14.4	97
TOP 100 ADI'S 2 ISSUE REACH	120491	14175	73.9	11.8	93	39209	81.0	32.5	101	49166	80.8	40.8	101	17941	80.1	14.9	100
TOP 100 ADI'S 4 ISSUE REACH	132788	15882	82.8	12.0	94	42896	88.6	32.3	101	53954	88.6	40.6	101	20038	89.5	15.1	102
TOP 50 ADI'S	118946	14961	100.0	12.6	100	37488	100.0	31.5	100	48320	100.0	40.6	100	18177	100.0	15.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	9606	64.2	12.4	99	25135	67.0	32.5	103	31113	64.4	40.2	99	11518	63.4	14.9	97
TOP 50 ADI'S 2 ISSUE REACH	93091	11544	77.2	12.4	99	29762	79.4	32.0	101	37987	78.6	40.8	100	13798	75.9	14.8	97
TOP 50 ADI'S 5 ISSUE REACH	106408	13223	88.4	12.4	99	33645	89.7	31.6	100	43705	90.4	41.1	101	15820	87.0	14.9	97
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	9723	65.0	11.8	93	26799	71.5	32.4	103	34170	70.7	41.3	102	12036	66.2	14.5	95
TOP 50 ADI'S 2 ISSUE REACH	96573	11492	76.8	11.9	95	30886	82.4	32.0	101	39734	82.2	41.1	101	14461	79.6	15.0	98
TOP 50 ADI'S 4 ISSUE REACH	105783	12745	85.2	12.0	96	33575	89.6	31.7	101	43373	89.8	41.0	101	16090	88.5	15.2	100
TOP 100 METRO'S	104904	13366	100.0	12.7	100	32703	100.0	31.2	100	42562	100.0	40.6	100	16273	100.0	15.5	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	8705	65.1	12.5	98	22304	68.2	32.1	103	27901	65.6	40.1	99	10619	65.3	15.3	98
TOP 100 METROS 2 ISSUE REACH	83365	10453	78.2	12.5	98	26367	80.6	31.6	101	33900	79.6	40.7	100	12646	77.7	15.2	98
TOP 100 METROS 5 ISSUE REACH	94829	11937	89.3	12.6	99	29693	90.8	31.3	100	38794	91.1	40.9	101	14395	88.5	15.2	98
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	8848	66.2	11.8	93	23913	73.1	32.0	103	30889	72.6	41.4	102	11035	67.8	14.8	95
TOP 100 METROS 2 ISSUE REACH	87146	10501	78.6	12.0	95	27526	84.2	31.6	101	35821	84.2	41.1	101	13297	81.7	15.3	98
TOP 100 METROS 4 ISSUE REACH	95122	11639	87.1	12.2	96	29817	91.2	31.3	101	38919	91.4	40.9	101	14749	90.6	15.5	100
TOP 50 METRO'S	81659	10449	100.0	12.8	100	25197	100.0	30.9	100	32697	100.0	40.0	100	13316	100.0	16.3	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	6887	65.9	12.5	98	17427	69.2	31.7	103	21943	67.1	39.9	100	8716	65.5	15.9	97
TOP 50 METRO'S 2 ISSUE REACH	65609	8248	78.9	12.6	98	20456	81.2	31.2	101	26470	81.0	40.3	101	10434	78.4	15.9	98
TOP 50 METRO'S 5 ISSUE REACH	74287	9389	89.9	12.6	99	22924	91.0	30.9	100	30072	92.0	40.5	101	11893	89.3	16.0	98
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	7074	67.7	11.9	93	18767	74.5	31.5	102	24604	75.2	41.3	103	9120	68.5	15.3	94
TOP 50 METRO'S 2 ISSUE REACH	68824	8339	79.8	12.1	95	21422	85.0	31.1	101	28236	86.4	41.0	102	10927	82.1	15.9	97
TOP 50 METRO'S 4 ISSUE REACH	74784	9196	88.0	12.3	96	23090	91.6	30.9	100	30416	93.0	40.7	102	12082	90.7	16.2	99

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	TOTAL U.S. '000	$40,000 OR MORE A '000	B % DOWN	C % ACROSS	D INDX	$50,000-$59,999 A '000	B % DOWN	C % ACROSS	D INDX	$40,000-$49,999 A '000	B % DOWN	C % ACROSS	D INDX	$35,000-$39,999 A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	53998	100.0	30.3	100	11740	100.0	6.6	100	22301	100.0	12.5	100	14017	100.0	7.9	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	54000	100.0	38.0	125	11574	98.6	8.1	124	20894	93.7	14.7	117	12513	89.3	8.8	112
1 ISSUE REACH	113337	39866	73.8	35.2	116	8503	72.4	7.5	114	16195	72.6	14.3	114	9805	70.0	8.7	110
2 ISSUE REACH	136156	46592	86.3	34.2	113	10042	85.5	7.4	112	19233	86.2	14.1	113	11677	83.3	8.6	109
5 ISSUE REACH	156184	51329	95.1	32.9	108	11137	94.9	7.1	108	21315	95.6	13.6	109	13094	93.4	8.4	107
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	50183	92.9	37.4	123	11061	94.2	8.2	125	19706	88.4	14.7	117	12117	86.4	9.0	115
1 ISSUE REACH	119349	42698	79.1	35.8	118	9309	79.3	7.8	118	17370	77.9	14.6	116	10658	76.0	8.9	114
2 ISSUE REACH	140777	48314	89.5	34.3	113	10494	89.4	7.5	113	19778	88.7	14.0	112	12215	87.1	8.7	110
4 ISSUE REACH	155476	51407	95.2	33.1	109	11154	95.0	7.2	109	21130	94.7	13.6	109	13128	93.7	8.4	107
TOP 100 ADI'S	150866	48746	100.0	32.3	100	10730	100.0	7.1	100	19564	100.0	13.0	100	12188	100.0	8.1	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	35954	73.8	37.1	115	7704	71.8	8.0	112	14231	72.7	14.7	113	8585	70.4	8.9	110
TOP 100 ADI'S 2 ISSUE REACH	116336	42111	86.4	36.2	112	9137	85.2	7.9	110	16941	86.6	14.6	112	10182	83.5	8.8	108
TOP 100 ADI'S 5 ISSUE REACH	133218	46412	95.2	34.8	108	10163	94.7	7.6	107	18763	95.9	14.1	109	11388	93.4	8.5	106
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	38508	79.0	37.6	116	8532	79.5	8.3	117	15181	77.6	14.8	114	9376	76.9	9.2	113
TOP 100 ADI'S 2 ISSUE REACH	120491	43514	89.3	36.1	112	9593	89.4	8.0	112	17276	88.3	14.3	111	10695	87.8	8.9	110
TOP 100 ADI'S 4 ISSUE REACH	132788	46304	95.0	34.9	108	10188	94.9	7.7	108	18471	94.4	13.9	107	11459	94.0	8.6	107
TOP 50 ADI'S	118946	41210	100.0	34.6	100	9038	100.0	7.6	100	15825	100.0	13.3	100	9561	100.0	8.0	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	30787	74.7	39.8	115	6620	73.2	8.6	113	11646	73.6	15.1	113	6709	70.2	8.7	108
TOP 50 ADI'S 2 ISSUE REACH	93091	36007	87.4	38.7	112	7854	86.9	8.4	111	13847	87.5	14.9	112	8002	83.7	8.6	107
TOP 50 ADI'S 5 ISSUE REACH	106408	39516	95.9	37.1	107	8677	96.0	8.2	107	15270	96.5	14.4	108	8966	93.8	8.4	105
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	33017	80.1	39.9	115	7229	80.0	8.7	115	12553	79.3	15.2	114	7505	78.5	9.1	113
TOP 50 ADI'S 2 ISSUE REACH	96573	37050	89.9	38.4	111	8116	89.8	8.4	111	14160	89.5	14.7	110	8466	88.5	8.8	109
TOP 50 ADI'S 4 ISSUE REACH	105783	39273	95.3	37.1	107	8607	95.2	8.1	107	15051	95.1	14.2	107	9019	94.3	8.5	106
TOP 100 METRO'S	104904	38978	100.0	37.2	100	8381	100.0	8.0	100	14391	100.0	13.7	100	8695	100.0	8.3	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	29190	74.9	42.0	113	6078	72.5	8.7	109	10617	73.8	15.3	111	6083	70.0	8.7	106
TOP 100 METROS 2 ISSUE REACH	83365	34064	87.4	40.9	110	7229	86.3	8.7	109	12607	87.6	15.1	110	7299	83.9	8.8	106
TOP 100 METROS 5 ISSUE REACH	94829	37353	95.8	39.4	106	8016	95.6	8.5	106	13890	96.5	14.6	107	8192	94.2	8.6	104
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	31581	81.0	42.3	114	6878	82.1	9.2	115	11420	79.4	15.3	111	6919	79.6	9.3	112
TOP 100 METROS 2 ISSUE REACH	87146	35461	91.0	40.7	110	7721	92.1	8.9	111	12900	89.6	14.8	108	7869	90.5	9.0	109
TOP 100 METROS 4 ISSUE REACH	95122	37487	96.2	39.4	106	8132	97.0	8.5	107	13712	95.3	14.4	105	8361	96.2	8.8	106
TOP 50 METRO'S	81659	31401	100.0	38.5	100	6548	100.0	8.0	100	11590	100.0	14.2	100	6695	100.0	8.2	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	23839	75.9	43.4	113	4854	74.1	8.8	110	8650	74.6	15.7	111	4765	71.2	8.7	106
TOP 50 METRO'S 2 ISSUE REACH	65609	27707	88.2	42.2	110	5773	88.2	8.8	110	10237	88.3	15.6	110	5585	83.4	8.5	104
TOP 50 METRO'S 5 ISSUE REACH	74287	30239	96.3	40.7	106	6347	96.9	8.5	107	11231	96.9	15.1	107	6217	92.9	8.4	102
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	25866	82.4	43.4	113	5533	84.5	9.3	116	9377	80.9	15.7	111	5486	81.9	9.2	112
TOP 50 METRO'S 2 ISSUE REACH	68924	28825	91.8	41.8	109	6159	94.1	8.9	111	10479	90.4	15.2	107	6127	91.5	8.9	108
TOP 50 METRO'S 4 ISSUE REACH	74784	30333	96.6	40.6	105	6428	98.2	8.6	107	11079	95.6	14.8	104	6457	96.4	8.6	105

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	TOTAL U.S. '000	$30,000-$34,999 A '000	B % DOWN	C % ACROSS	D INDX	$20,000-$29,999 A '000	B % DOWN	C % ACROSS	D INDX	$10,000 - $19,999 A '000	B % DOWN	C % ACROSS	D INDX	UNDER $10,000 A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	15778	100.0	8.9	100	34040	100.0	19.1	100	38419	100.0	21.6	100	21942	100.0	12.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	13208	83.7	9.3	105	26322	77.3	18.5	97	25154	65.5	17.7	82	10986	50.1	7.7	63
1 ISSUE REACH	113337	10597	67.2	9.3	106	21652	63.6	19.1	100	21713	56.5	19.2	89	9704	44.2	8.6	70
2 ISSUE REACH	136156	12551	79.5	9.2	104	26012	76.4	19.1	100	26815	69.8	19.7	91	12510	57.0	9.2	75
5 ISSUE REACH	156184	14185	89.9	9.1	103	29838	87.7	19.1	100	31693	82.5	20.3	94	15561	70.9	10.0	81
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	12350	78.3	9.2	104	25339	74.4	18.9	99	23433	61.0	17.5	81	10812	49.3	8.1	65
1 ISSUE REACH	119349	11164	70.8	9.4	106	23243	68.3	19.5	102	21543	56.1	18.1	84	10042	45.8	8.4	68
2 ISSUE REACH	140777	13200	83.7	9.4	106	27287	80.2	19.4	101	26769	69.7	19.0	88	12992	59.2	9.2	75
4 ISSUE REACH	155476	14467	91.7	9.3	105	30016	88.2	19.3	101	30756	80.1	19.8	92	15475	70.5	10.0	81
TOP 100 ADI'S	150866	13302	100.0	8.8	100	28461	100.0	18.9	100	31116	100.0	20.6	100	17052	100.0	11.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	8922	67.1	9.2	104	18141	63.7	18.7	99	17591	56.5	18.2	88	7674	45.0	7.9	70
TOP 100 ADI'S 2 ISSUE REACH	116336	10547	79.3	9.1	103	21836	76.7	18.8	99	21780	70.0	18.7	91	9881	57.9	8.5	75
TOP 100 ADI'S 5 ISSUE REACH	133218	11916	89.6	8.9	101	25057	88.0	18.8	100	25774	82.8	19.3	94	12264	71.9	9.2	81
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	9365	70.4	9.2	104	19480	68.4	19.0	101	17541	56.4	17.1	83	8052	47.2	7.9	70
TOP 100 ADI'S 2 ISSUE REACH	120491	11206	84.2	9.3	105	22893	80.4	19.0	101	21758	69.9	18.1	88	10426	61.1	8.7	77
TOP 100 ADI'S 4 ISSUE REACH	132788	12321	92.6	9.3	105	25183	88.5	19.0	101	24967	80.2	18.8	91	12397	72.7	9.3	83
TOP 50 ADI'S	118946	10365	100.0	8.7	100	21952	100.0	18.5	100	23710	100.0	19.9	100	12148	100.0	10.2	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	6986	67.4	9.0	104	13860	63.1	17.9	97	13312	56.1	17.2	86	5717	47.1	7.4	72
TOP 50 ADI'S 2 ISSUE REACH	93091	8317	80.2	8.9	103	16896	77.0	18.1	98	16552	69.8	17.8	89	7317	60.2	7.9	77
TOP 50 ADI'S 5 ISSUE REACH	106408	9408	90.8	8.8	101	19511	88.9	18.3	99	19647	82.9	18.5	93	9009	74.2	8.5	83
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	7396	71.4	8.9	103	15317	69.8	18.5	100	13566	57.2	16.4	82	5928	48.8	7.2	70
TOP 50 ADI'S 2 ISSUE REACH	96573	8848	85.4	9.2	105	17978	81.9	18.6	101	16748	70.6	17.3	87	7483	61.6	7.7	76
TOP 50 ADI'S 4 ISSUE REACH	105783	9699	93.6	9.2	105	19716	89.8	18.6	101	19151	80.8	18.1	91	8758	72.1	8.3	81
TOP 100 METRO'S	104904	8838	100.0	8.4	100	19125	100.0	18.2	100	20090	100.0	19.2	100	9179	100.0	8.7	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	6102	69.0	8.8	104	12265	64.1	17.6	97	11575	57.6	16.6	87	4314	47.0	6.2	71
TOP 100 METROS 2 ISSUE REACH	83365	7272	82.3	8.7	104	14865	77.7	17.8	98	14302	71.2	17.2	90	5562	60.6	6.7	76
TOP 100 METROS 5 ISSUE REACH	94829	8183	92.6	8.6	102	17080	89.3	18.0	99	16862	83.9	17.8	93	6882	75.0	7.3	83
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	6506	73.6	8.7	103	13371	69.9	17.9	98	11793	58.7	15.8	82	4515	49.2	6.0	69
TOP 100 METROS 2 ISSUE REACH	87146	7768	87.9	8.9	106	15686	82.0	18.0	99	14639	72.9	16.8	88	5723	62.3	6.6	75
TOP 100 METROS 4 ISSUE REACH	95122	8442	95.5	8.9	105	17194	89.9	18.1	99	16734	83.3	17.6	92	6710	73.1	7.1	81
TOP 50 METRO'S	81659	6584	100.0	8.1	100	14515	100.0	17.8	100	15689	100.0	19.2	100	6776	100.0	8.3	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	4585	69.6	8.3	103	9441	65.0	17.2	97	9204	58.7	16.7	87	3138	46.3	5.7	69
TOP 50 METRO'S 2 ISSUE REACH	65609	5431	82.5	8.3	103	11444	78.8	17.4	98	11331	72.2	17.3	90	4110	60.7	6.3	75
TOP 50 METRO'S 5 ISSUE REACH	74287	6090	92.5	8.2	102	13111	90.3	17.6	99	13303	84.8	17.9	93	5143	75.9	6.9	83
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	4982	75.7	8.4	104	10484	72.2	17.6	99	9392	59.9	15.8	82	3354	49.5	5.6	68
TOP 50 METRO'S 2 ISSUE REACH	68924	5850	88.9	8.5	105	12217	84.2	17.7	100	11656	74.3	16.9	88	4251	62.7	6.2	74
TOP 50 METRO'S 4 ISSUE REACH	74784	6306	95.8	8.4	105	13298	91.6	17.8	100	13290	84.7	17.8	92	4981	73.5	6.7	80

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	TOTAL U.S. '000	METRO CENTRAL CITY A '000	B % DOWN	C % ACROSS	D INDX	METRO SUBURBAN A '000	B % DOWN	C % ACROSS	D INDX	NON-METRO A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	54244	100.0	30.4	100	82717	100.0	46.4	100	41232	100.0	23.1	100				
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	45809	84.4	32.2	106	68847	83.2	48.4	104	27525	66.8	19.4	84				
1 ISSUE REACH	113337	36508	67.3	32.2	106	54340	65.7	47.9	103	22489	54.5	19.8	86				
2 ISSUE REACH	136156	43183	79.6	31.7	104	65482	79.2	48.1	104	27491	66.7	20.2	87				
5 ISSUE REACH	156184	48767	89.9	31.2	103	74735	90.4	47.9	103	32446	78.7	20.8	90				
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	42969	79.2	32.0	105	66050	79.9	49.2	106	25214	61.2	18.8	81				
1 ISSUE REACH	119349	38455	70.9	32.2	106	58443	70.7	49.0	105	22451	54.5	18.8	81				
2 ISSUE REACH	140777	44895	82.8	31.9	105	68050	82.3	48.3	104	27832	67.5	19.8	85				
4 ISSUE REACH	155476	49043	90.4	31.5	104	74322	89.9	47.8	103	32024	77.7	20.6	89				
TOP 100 ADI'S	150866	47591	100.0	31.5	100	75704	100.0	50.2	100	27572	100.0	18.3	100				
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	32217	67.7	33.3	105	50058	66.1	51.7	103	14591	52.9	15.1	82				
TOP 100 ADI'S 2 ISSUE REACH	116336	38136	80.1	32.8	104	60261	79.6	51.8	103	17940	65.1	15.4	84				
TOP 100 ADI'S 5 ISSUE REACH	133218	43028	90.4	32.3	102	68660	90.7	51.5	103	21309	77.3	16.0	88				
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	33947	71.3	33.2	105	53995	71.3	52.8	105	14379	52.2	14.1	77				
TOP 100 ADI'S 2 ISSUE REACH	120491	39792	83.6	33.0	105	62689	82.8	52.0	104	18010	65.3	14.9	82				
TOP 100 ADI'S 4 ISSUE REACH	132788	43468	91.3	32.7	104	68316	90.2	51.4	103	20899	75.8	15.7	86				
TOP 50 ADI'S	118946	38613	100.0	32.5	100	66355	100.0	55.8	100	13978	100.0	11.8	100				
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	25823	66.9	33.4	103	44383	66.9	57.4	103	7165	51.3	9.3	79				
TOP 50 ADI'S 2 ISSUE REACH	93091	30572	79.2	32.8	101	53491	80.6	57.5	103	9027	64.6	9.7	83				
TOP 50 ADI'S 5 ISSUE REACH	106408	34576	89.5	32.5	100	60806	91.6	57.1	102	10914	78.1	10.3	87				
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	27440	71.1	33.2	102	48027	72.4	58.1	104	7261	51.9	8.8	75				
TOP 50 ADI'S 2 ISSUE REACH	96573	32095	83.1	33.2	102	55370	83.4	57.3	103	9108	65.2	9.4	80				
TOP 50 ADI'S 4 ISSUE REACH	105783	35063	90.8	33.1	102	60094	90.6	56.8	102	10580	75.7	10.0	85				
TOP 100 METRO'S	104904	40594	100.0	38.7	100	64095	100.0	61.1	100	215	100.0	0.2	100				
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	26756	65.9	38.5	99	42608	66.5	61.3	100	164	76.3	0.2	115				
TOP 100 METROS 2 ISSUE REACH	83365	31777	78.3	38.1	99	51384	80.2	61.6	101	204	94.9	0.2	119				
TOP 100 METROS 5 ISSUE REACH	94829	36073	88.9	38.0	98	58504	91.3	61.7	101	215	100.0	0.2	111				
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	28051	69.1	37.6	97	46466	72.5	62.2	102	167	77.7	0.2	109				
TOP 100 METROS 2 ISSUE REACH	87146	33158	81.7	38.0	98	53805	83.9	61.7	101	183	85.1	0.2	102				
TOP 100 METROS 4 ISSUE REACH	95122	36487	89.9	38.4	99	58447	91.2	61.4	101	193	89.8	0.2	99				
TOP 50 METRO'S	81659	31900	100.0	39.1	100	49544	100.0	60.7	100	215	100.0	0.3	100				
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	21384	67.0	38.9	100	33423	67.5	60.8	100	164	76.3	0.3	113				
TOP 50 METRO'S 2 ISSUE REACH	65609	25256	79.2	38.5	99	40149	81.0	61.2	101	204	94.9	0.3	118				
TOP 50 METRO'S 5 ISSUE REACH	74287	28528	89.4	38.4	98	45511	91.9	61.3	101	215	100.0	0.3	110				
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	22675	71.1	38.1	97	36723	74.1	61.7	102	167	77.7	0.3	106				
TOP 50 METRO'S 2 ISSUE REACH	68924	26555	83.2	38.5	99	42187	85.2	61.2	101	183	85.1	0.3	101				
TOP 50 METRO'S 4 ISSUE REACH	74784	29019	91.0	38.8	99	45575	92.0	60.9	100	193	89.8	0.3	98				

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	TOTAL U.S. '000	SIZE A A '000	SIZE A B % DOWN	SIZE A C % ACROSS	SIZE A D INDX	SIZE B A '000	SIZE B B % DOWN	SIZE B C % ACROSS	SIZE B D INDX	SIZE C A '000	SIZE C B % DOWN	SIZE C C % ACROSS	SIZE C D INDX	SIZE D A '000	SIZE D B % DOWN	SIZE D C % ACROSS	SIZE D D INDX
TOTAL	178193	74178	100.0	41.6	100	53234	100.0	29.9	100	26987	100.0	15.1	100	23793	100.0	13.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	63976	86.2	45.0	108	42789	80.4	30.1	101	20764	76.9	14.6	96	14652	61.6	10.3	77
1 ISSUE REACH	113337	50194	67.7	44.3	106	34348	64.5	30.3	101	16534	61.3	14.6	96	12261	51.5	10.8	81
2 ISSUE REACH	136156	60309	81.3	44.3	106	40791	76.6	30.0	100	19789	73.3	14.5	96	15267	64.2	11.2	84
5 ISSUE REACH	156184	68317	92.1	43.7	105	46469	87.3	29.8	100	22790	84.4	14.6	96	18319	77.0	11.7	88
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	62261	83.9	46.4	111	39443	74.1	29.4	98	18553	68.7	13.8	91	13977	58.7	10.4	78
1 ISSUE REACH	119349	54665	73.7	45.8	110	35928	67.5	30.1	101	16334	60.5	13.7	90	12422	52.2	10.4	78
2 ISSUE REACH	140777	63041	85.0	44.8	108	42506	79.8	30.2	101	19612	72.7	13.9	92	15618	65.6	11.1	83
4 ISSUE REACH	155476	68230	92.0	43.9	105	46944	88.2	30.2	101	22043	81.7	14.2	94	18155	76.3	11.7	87
TOP 100 ADI'S	150866	74178	100.0	49.2	100	42770	100.0	28.3	100	20467	100.0	13.6	100	13452	100.0	8.9	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	50194	67.7	51.8	105	27951	65.4	28.9	102	12297	60.1	12.7	94	6424	47.8	6.6	74
TOP 100 ADI'S 2 ISSUE REACH	116336	60309	81.3	51.8	105	33041	77.3	28.4	100	14774	72.2	12.7	94	8213	61.1	7.1	79
TOP 100 ADI'S 5 ISSUE REACH	133218	68317	92.1	51.3	104	37493	87.7	28.1	99	17089	83.5	12.8	95	10091	75.0	7.6	85
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	54665	73.7	53.4	109	29259	68.4	28.6	101	11843	57.9	11.6	85	6555	48.7	6.4	72
TOP 100 ADI'S 2 ISSUE REACH	120491	63041	85.0	52.3	106	34692	81.1	28.8	102	14405	70.4	12.0	88	8354	62.1	6.9	78
TOP 100 ADI'S 4 ISSUE REACH	132788	68230	92.0	51.4	105	38265	89.5	28.8	102	16346	79.9	12.3	91	9828	73.1	7.4	83
TOP 50 ADI'S	118946	74178	100.0	62.4	100	26725	100.0	22.5	100	9550	100.0	8.0	100	8493	100.0	7.1	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	50194	67.7	64.9	104	17627	66.0	22.8	101	5478	57.4	7.1	88	4073	48.0	5.3	74
TOP 50 ADI'S 2 ISSUE REACH	93091	60309	81.3	64.8	104	20742	77.6	22.3	99	6762	70.8	7.3	90	5278	62.1	5.7	79
TOP 50 ADI'S 5 ISSUE REACH	106408	68317	92.1	64.2	103	23460	87.8	22.0	98	7975	83.5	7.5	93	6536	77.0	6.1	86
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	54665	73.7	66.1	106	18248	68.3	22.1	98	5792	60.6	7.0	87	4022	47.4	4.9	68
TOP 50 ADI'S 2 ISSUE REACH	96573	63041	85.0	65.3	105	21353	79.9	22.1	98	7016	73.5	7.3	90	5162	60.8	5.3	75
TOP 50 ADI'S 4 ISSUE REACH	105783	68230	92.0	64.5	103	23464	87.8	22.2	99	7913	82.9	7.5	93	6108	71.9	5.8	81
TOP 100 METRO'S	104904	72362	100.0	69.0	100	30514	100.0	29.1	100	1561	100.0	1.5	100	469	100.0	0.4	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	48901	67.6	70.3	102	19532	64.0	28.1	97	834	53.4	1.2	81	262	55.9	0.4	84
TOP 100 METROS 2 ISSUE REACH	83365	58722	81.2	70.4	102	23209	76.1	27.8	96	1092	70.0	1.3	88	341	72.7	0.4	91
TOP 100 METROS 5 ISSUE REACH	94829	66533	91.9	70.2	102	26478	86.8	27.9	96	1339	85.8	1.4	95	414	88.3	0.4	98
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	53344	73.7	71.4	104	20054	65.7	26.9	92	951	60.9	1.3	86	336	71.6	0.4	101
TOP 100 METROS 2 ISSUE REACH	87146	61511	85.0	70.6	102	24147	79.1	27.7	95	1092	70.0	1.3	84	396	84.4	0.5	102
TOP 100 METROS 4 ISSUE REACH	95122	66568	92.0	70.0	101	26914	88.2	28.3	97	1201	76.9	1.3	85	432	92.1	0.5	102
TOP 50 METRO'S	81659	68586	100.0	84.0	100	12605	100.0	15.4	100	0	0.0	0.0	0	469	100.0	0.6	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	46502	67.8	84.6	101	8208	65.1	14.9	97	0	0.0	0.0	0	262	55.9	0.5	83
TOP 50 METRO'S 2 ISSUE REACH	65609	55639	81.1	84.8	101	9629	76.4	14.7	95	0	0.0	0.0	0	341	72.7	0.5	90
TOP 50 METRO'S 5 ISSUE REACH	74287	62938	91.8	84.7	101	10897	86.4	14.7	95	0	0.0	0.0	0	414	88.3	0.6	97
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	50468	73.6	84.7	101	8760	69.5	14.7	95	0	0.0	0.0	0	336	71.6	0.6	98
TOP 50 METRO'S 2 ISSUE REACH	68924	58224	84.9	84.5	101	10304	81.7	14.9	97	0	0.0	0.0	0	396	84.4	0.6	100
TOP 50 METRO'S 4 ISSUE REACH	74784	63038	91.9	84.3	100	11313	89.8	15.1	98	0	0.0	0.0	0	432	92.1	0.6	101

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	TOTAL U.S. '000	NORTHEAST A '000	NORTHEAST B % DOWN	NORTHEAST C % ACROSS	NORTHEAST D INDX	MIDWEST A '000	MIDWEST B % DOWN	MIDWEST C % ACROSS	MIDWEST D INDX	SOUTH A '000	SOUTH B % DOWN	SOUTH C % ACROSS	SOUTH D INDX	WEST A '000	WEST B % DOWN	WEST C % ACROSS	WEST D INDX
TOTAL	178193	37709	100.0	21.2	100	43858	100.0	24.6	100	61120	100.0	34.3	100	35505	100.0	19.9	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	34903	92.6	24.5	116	36242	82.6	25.5	104	42882	70.2	30.2	88	28155	79.3	19.8	99
1 ISSUE REACH	113337	26557	70.4	23.4	111	28590	65.2	25.2	102	35283	57.7	31.1	91	22906	64.5	20.2	101
2 ISSUE REACH	136156	30791	81.7	22.6	107	34278	78.2	25.2	102	43091	70.5	31.6	92	27996	78.9	20.6	103
5 ISSUE REACH	156184	34256	90.8	21.9	104	39120	89.2	25.0	102	50507	82.6	32.3	94	32205	90.7	20.6	103
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	32194	85.4	24.0	113	34251	78.1	25.5	104	40387	66.1	30.1	88	27401	77.2	20.4	102
1 ISSUE REACH	119349	27537	73.0	23.1	109	30086	68.6	25.2	102	37102	60.7	31.1	91	24624	69.4	20.6	104
2 ISSUE REACH	140777	30904	82.0	22.0	104	35175	80.2	25.0	102	45822	75.0	32.5	95	28876	81.3	20.5	103
4 ISSUE REACH	155476	33207	88.1	21.4	101	38618	88.1	24.8	101	52065	85.2	33.5	98	31686	89.2	20.4	102
TOP 100 ADI'S	150866	36563	100.0	24.2	100	35807	100.0	23.7	100	48871	100.0	32.4	100	29625	100.0	19.6	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	25727	70.4	26.6	110	23361	65.2	24.1	102	28469	58.3	29.4	91	19309	65.2	19.9	102
TOP 100 ADI'S 2 ISSUE REACH	116336	29849	81.6	25.7	106	27975	78.1	24.0	101	34883	71.4	30.0	93	23630	79.8	20.3	103
TOP 100 ADI'S 5 ISSUE REACH	133218	33219	90.9	24.9	103	31908	89.1	24.0	101	40903	83.7	30.7	95	27126	91.6	20.4	104
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	26703	73.0	26.1	108	24853	69.4	24.3	102	30052	61.5	29.4	91	20714	69.9	20.2	103
TOP 100 ADI'S 2 ISSUE REACH	120491	29978	82.0	24.9	103	28893	80.7	24.0	101	37212	76.1	30.9	95	24409	82.4	20.3	103
TOP 100 ADI'S 4 ISSUE REACH	132788	32215	88.1	24.3	100	31615	88.3	23.8	100	42247	86.4	31.8	98	26787	90.4	20.2	103
TOP 50 ADI'S	118946	31582	100.0	26.6	100	26722	100.0	22.5	100	34574	100.0	29.1	100	26068	100.0	21.9	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	22564	71.4	29.2	110	17251	64.6	22.3	99	20542	59.4	26.5	91	17014	65.3	22.0	100
TOP 50 ADI'S 2 ISSUE REACH	93091	26258	83.1	28.2	106	20914	78.3	22.5	100	25121	72.7	27.0	93	20798	79.8	22.3	102
TOP 50 ADI'S 5 ISSUE REACH	106408	29156	92.3	27.4	103	23999	89.8	22.6	100	29347	84.9	27.6	95	23861	91.5	22.4	102
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	23647	74.9	28.6	108	18818	70.4	22.7	101	22023	63.7	26.6	92	18239	70.0	22.0	101
TOP 50 ADI'S 2 ISSUE REACH	96573	26462	83.8	27.4	103	21697	81.2	22.5	100	26995	78.1	28.0	96	21418	82.2	22.2	101
TOP 50 ADI'S 4 ISSUE REACH	105783	28332	89.7	26.8	101	23634	88.4	22.3	99	30392	87.9	28.7	99	23481	90.1	22.2	101
TOP 100 METRO'S	104904	31042	100.0	29.6	100	20498	100.0	19.5	100	29536	100.0	28.2	100	23828	100.0	22.7	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	21997	70.9	31.6	107	13428	65.5	19.3	99	18868	63.9	27.1	96	15235	63.9	21.9	96
TOP 100 METROS 2 ISSUE REACH	83365	25647	82.6	30.8	104	16189	79.0	19.4	99	22857	77.4	27.4	97	18671	78.4	22.4	99
TOP 100 METROS 5 ISSUE REACH	94829	28543	91.9	30.1	102	18491	90.2	19.5	100	26278	89.0	27.7	98	21539	90.4	22.7	100
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	23252	74.9	31.1	105	15314	74.7	20.5	105	19790	67.0	26.5	94	16328	68.5	21.9	96
TOP 100 METROS 2 ISSUE REACH	87146	26115	84.1	30.0	101	17470	85.2	20.0	103	24295	82.3	27.9	99	19265	80.9	22.1	97
TOP 100 METROS 4 ISSUE REACH	95122	27994	90.2	29.4	99	18817	91.8	19.8	101	27112	91.8	28.5	101	21215	89.0	22.3	98
TOP 50 METRO'S	81659	22925	100.0	28.1	100	17330	100.0	21.2	100	20814	100.0	25.5	100	20591	100.0	25.2	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	16855	73.5	30.7	109	11355	65.5	20.7	97	13574	65.2	24.7	97	13188	64.0	24.0	95
TOP 50 METRO'S 2 ISSUE REACH	65609	19471	84.9	29.7	106	13671	78.9	20.8	98	16413	78.9	25.0	98	16054	78.0	24.5	97
TOP 50 METRO'S 5 ISSUE REACH	74287	21443	93.5	28.9	103	15606	90.1	21.0	99	18780	90.2	25.3	99	18477	89.7	24.9	99
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	17879	78.0	30.0	107	13012	75.1	21.8	103	14611	70.2	24.5	96	14063	68.3	23.6	94
TOP 50 METRO'S 2 ISSUE REACH	68924	20007	87.3	29.0	103	14775	85.3	21.4	101	17594	84.5	25.5	100	16549	80.4	24.0	95
TOP 50 METRO'S 4 ISSUE REACH	74784	21306	92.9	28.5	101	15884	91.7	21.2	100	19374	93.1	25.9	102	18218	88.5	24.4	97

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	TOTAL U.S. '000	$100,000 OR MORE A '000	B % DOWN	C % ACROSS	D INDX	$60,000-$99,999 A '000	B % DOWN	C % ACROSS	D INDX	$30,000-$59,999 A '000	B % DOWN	C % ACROSS	D INDX	LESS THAN $30,000 A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	178193	34515	100.0	19.4	100	36688	100.0	20.6	100	34363	100.0	19.3	100	17340	100.0	9.7	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	35055	101.6	24.7	127	32571	88.8	22.9	111	26423	76.9	18.6	96	10177	58.7	7.2	74
1 ISSUE REACH	113337	25889	75.0	22.8	118	25672	70.0	22.7	110	21913	63.8	19.3	100	8679	50.1	7.7	79
2 ISSUE REACH	136156	30083	87.2	22.1	114	30110	82.1	22.1	107	26237	76.4	19.3	100	10727	61.9	7.9	81
5 ISSUE REACH	156184	32966	95.5	21.1	109	33653	91.7	21.5	105	30043	87.4	19.2	100	12846	74.1	8.2	85
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	32482	94.1	24.2	125	30448	83.0	22.7	110	25404	73.9	18.9	98	9846	56.8	7.3	75
1 ISSUE REACH	119349	27331	79.2	22.9	118	27166	74.0	22.8	111	22996	66.9	19.3	100	9023	52.0	7.6	78
2 ISSUE REACH	140777	30637	88.8	21.8	112	31152	84.9	22.1	107	26871	78.2	19.1	99	11445	66.0	8.1	84
4 ISSUE REACH	155476	32551	94.3	20.9	108	33645	91.7	21.6	105	29579	86.1	19.0	99	13366	77.1	8.6	88
TOP 100 ADI'S	150866	32138	100.0	21.3	100	31760	100.0	21.1	100	26675	100.0	17.7	100	12586	100.0	8.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	24175	75.2	25.0	117	22134	69.7	22.9	109	17025	63.8	17.6	99	6431	51.1	6.6	80
TOP 100 ADI'S 2 ISSUE REACH	116336	28112	87.5	24.2	113	26103	82.2	22.4	107	20268	76.0	17.4	99	7894	62.7	6.8	81
TOP 100 ADI'S 5 ISSUE REACH	133218	30778	95.8	23.1	108	29240	92.1	21.9	104	23151	86.8	17.4	98	9396	74.7	7.1	85
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	25667	79.9	25.1	118	23537	74.1	23.0	109	17690	66.3	17.3	98	6637	52.7	6.5	78
TOP 100 ADI'S 2 ISSUE REACH	120491	28725	89.4	23.8	112	27031	85.1	22.4	107	20747	77.8	17.2	97	8430	67.0	7.0	84
TOP 100 ADI'S 4 ISSUE REACH	132788	30460	94.8	22.9	108	29201	91.9	22.0	104	22891	85.8	17.2	97	9840	78.2	7.4	89
TOP 50 ADI'S	118946	29692	100.0	25.0	100	25165	100.0	21.2	100	17563	100.0	14.8	100	7845	100.0	6.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	22253	74.9	28.8	115	17705	70.4	22.9	108	11058	63.0	14.3	97	4025	51.3	5.2	79
TOP 50 ADI'S 2 ISSUE REACH	93091	26036	87.7	28.0	112	20909	83.1	22.5	106	13285	75.6	14.3	97	4965	63.3	5.3	81
TOP 50 ADI'S 5 ISSUE REACH	106408	28541	96.1	26.8	107	23376	92.9	22.0	104	15265	86.9	14.3	97	5927	75.6	5.6	84
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	23853	80.3	28.8	116	18982	75.4	22.9	108	11757	66.9	14.2	96	4182	53.3	5.1	77
TOP 50 ADI'S 2 ISSUE REACH	96573	26633	89.7	27.6	110	21814	86.7	22.6	107	13703	78.0	14.2	96	5228	66.6	5.4	82
TOP 50 ADI'S 4 ISSUE REACH	105783	28199	95.0	26.7	107	23492	93.4	22.2	105	15069	85.8	14.2	96	6051	77.1	5.7	87
TOP 100 METRO'S	104904	28633	100.0	27.3	100	21950	100.0	20.9	100	13412	100.0	12.8	100	5181	100.0	4.9	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	21589	75.4	31.1	114	15599	71.1	22.4	107	8767	65.4	12.6	99	2722	52.5	3.9	79
TOP 100 METROS 2 ISSUE REACH	83365	25118	87.7	30.1	110	18374	83.7	22.0	105	10487	78.2	12.6	98	3387	65.4	4.1	82
TOP 100 METROS 5 ISSUE REACH	94829	27479	96.0	29.0	106	20481	93.3	21.6	103	11953	89.1	12.6	99	4054	78.2	4.3	87
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	23061	80.5	30.9	113	17026	77.6	22.8	109	9301	69.3	12.5	97	2933	56.6	3.9	80
TOP 100 METROS 2 ISSUE REACH	87146	25780	90.0	29.6	108	19455	88.6	22.3	107	10874	81.1	12.5	98	3674	70.9	4.2	85
TOP 100 METROS 4 ISSUE REACH	95122	27284	95.3	28.7	105	20812	94.8	21.9	105	11921	88.9	12.5	98	4232	81.7	4.4	90
TOP 50 METRO'S	81659	23110	100.0	28.3	100	17080	100.0	20.9	100	9426	100.0	11.5	100	3780	100.0	4.6	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	17553	76.0	31.9	113	12229	71.6	22.2	106	6308	66.9	11.5	99	2079	55.0	3.8	82
TOP 50 METRO'S 2 ISSUE REACH	65609	20336	88.0	31.0	110	14365	84.1	21.9	105	7446	79.0	11.3	98	2562	67.8	3.9	84
TOP 50 METRO'S 5 ISSUE REACH	74287	22192	96.0	29.9	106	15973	93.5	21.5	103	8412	89.2	11.3	98	3035	80.3	4.1	88
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	18906	81.8	31.7	112	13533	79.2	22.7	109	6785	72.0	11.4	99	2185	57.8	3.7	79
TOP 50 METRO'S 2 ISSUE REACH	68924	21037	91.0	30.5	108	15347	89.9	22.3	106	7859	83.4	11.4	99	2759	73.0	4.0	86
TOP 50 METRO'S 4 ISSUE REACH	74784	22175	96.0	29.7	105	16324	95.6	21.8	104	8548	90.7	11.4	99	3180	84.1	4.3	92

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	TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	BLACK A '000	BLACK B % DOWN	BLACK C % ACROSS	BLACK D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX	SPANISH SPEAKING A '000	SPANISH SPEAKING B % DOWN	SPANISH SPEAKING C % ACROSS	SPANISH SPEAKING D INDX
TOTAL	178193	153416	100.0	86.1	100	19771	100.0	11.1	100	5005	100.0	2.8	100	12936	100.0	7.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	142181	124495	81.1	87.6	102	14430	73.0	10.1	91	3256	65.1	2.3	82	7589	58.7	5.3	74
1 ISSUE READH	113337	98990	64.5	87.3	101	11708	59.2	10.3	93	2638	52.7	2.3	83	6313	48.8	5.6	77
2 ISSUE READH	136156	118524	77.3	87.1	101	14319	72.4	10.5	95	3313	66.2	2.4	87	7876	60.9	5.8	80
5 ISSUE READH	156184	135452	88.3	86.7	101	16735	84.6	10.7	97	3986	79.6	2.6	91	9509	73.5	6.1	84
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	134234	118268	77.1	88.1	102	13004	65.8	9.7	87	2962	59.2	2.2	79	7358	56.9	5.5	76
1 ISSUE REACH	119349	104810	68.3	87.8	102	11924	60.3	10.0	90	2615	52.2	2.2	78	6641	51.3	5.6	77
2 ISSUE REACH	140777	122572	79.9	87.1	101	14904	75.4	10.6	95	3301	66.0	2.3	83	8289	64.1	5.9	81
4 ISSUE REACH	155476	134649	87.8	86.6	101	17020	86.1	10.9	99	3845	76.8	2.5	88	9612	74.3	6.2	85
TOP 100 ADI'S	150866	129007	100.0	85.5	100	17341	100.0	11.5	100	4518	100.0	3.0	100	10488	100.0	7.0	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	96866	83830	65.0	86.5	101	10568	60.9	10.9	95	2469	54.6	2.5	85	5236	49.9	5.4	78
TOP 100 ADI'S 2 ISSUE REACH	116336	100339	77.8	86.2	101	12892	74.3	11.1	96	3105	68.7	2.7	89	6547	62.4	5.6	81
TOP 100 ADI'S 5 ISSUE REACH	133218	114512	88.8	86.0	101	14986	86.4	11.2	98	3721	82.4	2.8	93	7900	75.3	5.9	85
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	102321	89052	69.0	87.0	102	10797	62.3	10.6	92	2472	54.7	2.4	81	5487	52.3	5.4	77
TOP 100 ADI'S 2 ISSUE REACH	120491	103917	80.6	86.2	101	13446	77.5	11.2	97	3128	69.2	2.6	87	6915	65.9	5.7	83
TOP 100 ADI'S 4 ISSUE REACH	132788	113926	88.3	85.8	100	15264	88.0	11.5	100	3631	80.4	2.7	91	8047	76.7	6.1	87
TOP 50 ADI'S	118946	101598	100.0	85.4	100	13909	100.0	11.7	100	3439	100.0	2.9	100	9644	100.0	8.1	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	77371	66838	65.8	86.4	101	8804	63.3	11.4	97	1729	50.3	2.2	77	4716	48.9	6.1	75
TOP 50 ADI'S 2 ISSUE REACH	93091	80192	78.9	86.1	101	10685	76.8	11.5	98	2213	64.4	2.4	82	5935	61.5	6.4	79
TOP 50 ADI'S 5 ISSUE REACH	106408	91378	89.9	85.9	101	12314	88.5	11.6	99	2705	78.7	2.5	88	7204	74.7	6.8	84
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	82728	71830	70.7	86.8	102	9088	65.3	11.0	94	1809	52.6	2.2	76	4914	51.0	5.9	73
TOP 50 ADI'S 2 ISSUE REACH	96573	83091	81.8	86.0	101	11221	80.7	11.6	99	2261	65.7	2.3	81	6261	64.9	6.5	80
TOP 50 ADI'S 4 ISSUE REACH	105783	90561	89.1	85.6	100	12600	90.6	11.9	102	2620	76.2	2.5	86	7341	76.1	6.9	86
TOP 100 METRO'S	104904	88235	100.0	84.1	100	13249	100.0	12.6	100	3420	100.0	3.3	100	9790	100.0	9.3	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	69529	59098	67.0	85.0	101	8750	66.0	12.6	100	1681	49.2	2.4	74	4723	48.2	6.8	73
TOP 100 METROS 2 ISSUE REACH	83365	70636	80.1	84.7	101	10579	79.8	12.7	100	2150	62.9	2.6	79	5899	60.3	7.1	76
TOP 100 METROS 5 ISSUE REACH	94829	80100	90.8	84.5	100	12071	91.1	12.7	101	2634	77.0	2.8	85	7134	72.9	7.5	81
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	74684	64075	72.6	85.8	102	8781	66.3	11.8	93	1829	53.5	2.4	75	4871	49.8	6.5	70
TOP 100 METROS 2 ISSUE REACH	87146	74014	83.9	84.9	101	10861	82.0	12.5	99	2271	66.4	2.6	80	6192	63.2	7.1	76
TOP 100 METROS 4 ISSUE REACH	95122	80329	91.0	84.4	100	12165	91.8	12.8	101	2619	76.6	2.8	84	7265	74.2	7.6	82
TOP 50 METRO'S	81659	67879	100.0	83.1	100	10717	100.0	13.1	100	3063	100.0	3.8	100	8425	100.0	10.3	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	54972	46134	68.0	83.9	101	7287	68.0	13.3	101	1552	50.7	2.8	75	4170	49.5	7.6	74
TOP 50 METRO'S 2 ISSUE REACH	65609	54853	80.8	83.6	101	8800	82.1	13.4	102	1955	63.8	3.0	79	5196	61.7	7.9	77
TOP 50 METRO'S 5 ISSUE REACH	74287	61918	91.2	83.3	100	9966	93.0	13.4	102	2367	77.3	3.2	85	6261	74.3	8.4	82
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	59565	50540	74.5	84.8	102	7391	69.0	12.4	95	1633	53.3	2.7	73	4279	50.8	7.2	70
TOP 50 METRO'S 2 ISSUE REACH	68924	57848	85.2	83.9	101	9045	84.4	13.1	100	2031	66.3	2.9	79	5479	65.0	7.9	77
TOP 50 METRO'S 4 ISSUE REACH	74784	62394	91.9	83.4	100	10022	93.5	13.4	102	2344	76.5	3.1	84	6440	76.4	8.6	83

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(MALES)

	TOTAL U.S. '000	18-24 A '000	18-24 B % DOWN	18-24 C % ACROSS %	18-24 D INDX	25-34 A '000	25-34 B % DOWN	25-34 C % ACROSS %	25-34 D INDX	35-44 A '000	35-44 B % DOWN	35-44 C % ACROSS %	35-44 D INDX	45-54 A '000	45-54 B % DOWN	45-54 C % ACROSS %	45-54 D INDX
TOTAL	85056	12691	100.0	14.9	100	21370	100.0	25.1	100	17145	100.0	20.2	100	11606	100.0	13.6	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	73462	9778	77.0	13.3	89	16787	78.6	22.9	91	15762	91.9	21.5	106	11071	95.4	15.1	110
1 ISSUE REACH	56018	7764	61.2	13.9	93	13146	61.5	23.5	93	11526	67.2	20.6	102	8010	69.0	14.3	105
2 ISSUE REACH	66829	9923	78.2	14.8	100	16206	75.8	24.2	97	13482	78.6	20.2	100	9381	80.8	14.0	103
5 ISSUE REACH	75993	11688	92.1	15.4	103	18881	88.4	24.8	99	15167	88.5	20.0	99	10510	90.6	13.8	101
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65683	9217	72.6	14.0	94	16033	75.0	24.4	97	13847	80.8	21.1	105	9462	81.5	14.4	106
1 ISSUE REACH	57716	8207	64.7	14.2	95	14266	66.8	24.7	98	12042	70.2	20.9	104	8071	69.5	14.0	102
2 ISSUE REACH	67601	10075	79.4	14.9	100	17084	79.9	25.3	101	13986	81.6	20.7	103	9314	80.3	13.8	101
4 ISSUE REACH	74361	11319	89.2	15.2	102	18968	88.8	25.5	102	15276	89.1	20.5	102	10164	87.6	13.7	100
TOP 100 ADI'S	72152	10797	100.0	15.0	100	18419	100.0	25.5	100	14753	100.0	20.4	100	9630	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48084	6805	63.0	14.2	95	11331	61.5	23.6	92	9983	67.7	20.8	102	6793	70.5	14.1	106
TOP 100 ADI'S 2 ISSUE REACH	57238	8718	80.7	15.2	102	13976	75.9	24.4	96	11603	78.6	20.3	99	7852	81.5	13.7	103
TOP 100 ADI'S 5 ISSUE REACH	64894	10175	94.2	15.7	105	16286	88.4	25.1	98	13006	88.2	20.0	98	8724	90.6	13.4	101
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	49782	7218	66.9	14.5	97	12365	67.1	24.8	97	10545	71.5	21.2	104	6792	70.5	13.6	102
TOP 100 ADI'S 2 ISSUE REACH	58122	8811	81.6	15.2	101	14755	80.1	25.4	99	12218	82.8	21.0	103	7802	81.0	13.4	101
TOP 100 ADI'S 4 ISSUE REACH	63735	9826	91.0	15.4	103	16352	88.8	25.7	101	13303	90.2	20.9	102	8486	88.1	13.3	100
TOP 50 ADI'S	56609	8613	100.0	15.2	100	14749	100.0	26.1	100	11669	100.0	20.6	100	7240	100.0	12.8	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	38366	5578	64.8	14.5	96	9194	62.3	24.0	92	7917	67.8	20.6	100	5289	73.1	13.8	108
TOP 50 ADI'S 2 ISSUE REACH	45728	7108	82.5	15.5	102	11301	76.6	24.7	95	9304	79.7	20.3	99	6087	84.1	13.3	104
TOP 50 ADI'S 5 ISSUE REACH	51683	8212	95.3	15.9	104	13118	88.9	25.4	97	10468	89.7	20.3	98	6708	92.7	13.0	101
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	40204	6002	69.7	14.9	98	10077	68.3	25.1	96	8478	72.7	21.1	102	5323	73.5	13.2	104
TOP 50 ADI'S 2 ISSUE REACH	46410	7233	84.0	15.6	102	11896	80.7	25.6	98	9747	83.5	21.0	102	6011	83.0	13.0	101
TOP 50 ADI'S 4 ISSUE REACH	50520	7978	92.6	15.8	104	13107	88.9	25.9	100	10564	90.5	20.9	101	6468	89.3	12.8	100
TOP 100 METRO'S	50415	8033	100.0	15.9	100	13462	100.0	26.7	100	10129	100.0	20.1	100	6522	100.0	12.9	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34710	5071	63.1	14.6	92	8536	63.4	24.6	92	6999	69.1	20.2	100	4847	74.3	14.0	108
TOP 100 METROS 2 ISSUE REACH	41175	6499	80.9	15.8	99	10479	77.8	25.4	95	8128	80.2	19.7	98	5551	85.1	13.5	104
TOP 100 METROS 5 ISSUE REACH	46317	7581	94.4	16.4	103	12116	90.0	26.2	98	9079	89.6	19.6	98	6086	93.3	13.1	102
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	36494	5435	67.7	14.9	93	9413	69.9	25.8	97	7560	74.6	20.7	103	4935	75.7	13.5	105
TOP 100 METROS 2 ISSUE REACH	42339	6675	83.1	15.8	99	11101	82.5	26.2	98	8683	85.7	20.5	102	5614	86.1	13.3	102
TOP 100 METROS 4 ISSUE REACH	46026	7433	92.5	16.1	101	12185	90.5	26.5	99	9369	92.5	20.4	101	6030	92.5	13.1	101
TOP 50 METRO'S	39072	6359	100.0	16.3	100	10503	100.0	26.9	100	7868	100.0	20.1	100	5056	100.0	12.9	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27498	4172	65.6	15.2	93	6801	64.8	24.7	92	5541	70.4	20.2	100	3879	76.7	14.1	109
TOP 50 METRO'S 2 ISSUE REACH	32494	5339	84.0	16.4	101	8309	79.1	25.6	95	6420	81.6	19.8	98	4405	87.1	13.6	105
TOP 50 METRO'S 5 ISSUE REACH	36329	6133	96.4	16.9	104	9549	90.9	26.3	98	7140	90.7	19.7	98	4785	94.6	13.2	102
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	28978	4499	70.8	15.5	95	7459	71.0	25.7	96	6011	76.4	20.7	103	3881	76.8	13.4	103
TOP 50 METRO'S 2 ISSUE REACH	33315	5460	85.9	16.4	101	8773	83.5	26.3	98	6847	87.0	20.6	102	4356	86.2	13.1	101
TOP 50 METRO'S 4 ISSUE REACH	35993	6005	94.4	16.7	103	9598	91.4	26.7	99	7345	93.4	20.4	101	4654	92.0	12.9	100

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(MALES)

	TOTAL U.S. '000	55-64 A '000	B % DOWN	C % ACROSS	D INDX	65 OR OLDER A '000	B % DOWN	C % ACROSS	D INDX	18-34 A '000	B % DOWN	C % ACROSS	D INDX	18-49 A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	85056	10317	100.0	12.1	100	11929	100.0	14.0	100	34061	100.0	40.0	100	57151	100.0	67.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	73462	9667	93.7	13.2	108	10397	87.2	14.2	101	26565	78.0	36.2	90	48226	84.4	65.6	98
1 ISSUE REACH	56018	7234	70.1	12.9	106	8340	69.9	14.9	106	20909	61.4	37.3	93	36702	64.2	65.5	98
2 ISSUE REACH	66829	8390	81.3	12.6	104	9448	79.2	14.1	101	26128	76.7	39.1	98	44488	77.8	66.6	99
5 ISSUE REACH	75993	9342	90.5	12.3	101	10425	87.4	13.7	98	30586	89.8	40.2	101	51103	89.4	67.2	100
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65683	8340	80.8	12.7	105	8784	73.6	13.4	95	25250	74.1	38.4	96	44081	77.1	67.1	100
1 ISSUE REACH	57716	7200	69.8	12.5	103	7931	66.5	13.7	98	22473	66.0	38.9	97	38747	67.8	67.1	100
2 ISSUE REACH	67601	8167	79.2	12.1	100	8974	75.2	13.3	95	27159	79.7	40.2	100	45998	80.5	68.0	101
4 ISSUE REACH	74361	8849	85.8	11.9	98	9745	81.7	13.1	93	30286	88.9	40.7	102	50823	88.9	68.3	102
TOP 100 ADI'S	72152	8734	100.0	12.1	100	9819	100.0	13.6	100	29216	100.0	40.5	100	49099	100.0	68.0	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48084	6191	70.9	12.9	106	6980	71.1	14.5	107	18136	62.1	37.7	93	31847	64.9	66.2	97
TOP 100 ADI'S 2 ISSUE REACH	57238	7180	82.2	12.5	104	7909	80.5	13.8	102	22694	77.7	39.6	98	38508	78.4	67.3	99
TOP 100 ADI'S 5 ISSUE REACH	64894	7978	91.3	12.3	102	8710	88.7	13.4	99	26506	90.7	40.8	101	44111	89.8	68.0	100
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	49782	6134	70.2	12.3	102	6729	68.5	13.5	99	19582	67.0	39.3	97	33828	68.9	68.0	100
TOP 100 ADI'S 2 ISSUE REACH	58122	6965	79.7	12.0	99	7571	77.1	13.0	96	23566	80.7	40.5	100	40030	81.5	68.9	101
TOP 100 ADI'S 4 ISSUE REACH	63735	7546	86.4	11.8	98	8183	83.3	12.8	94	26183	89.6	41.1	101	44081	89.8	69.2	102
TOP 50 ADI'S	56609	6835	100.0	12.1	100	7503	100.0	13.3	100	23362	100.0	41.3	100	38870	100.0	68.7	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	38366	5030	73.6	13.1	109	5358	71.4	14.0	105	14772	63.2	38.5	93	25575	65.8	66.7	97
TOP 50 ADI'S 2 ISSUE REACH	45728	5823	85.2	12.7	105	6106	81.4	13.4	101	18409	78.8	40.3	98	30950	79.6	67.7	99
TOP 50 ADI'S 5 ISSUE REACH	51683	6414	93.8	12.4	103	6735	89.8	13.0	98	21381	91.5	41.4	100	35352	90.9	68.4	100
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	40204	4991	73.0	12.4	103	5333	71.1	13.3	100	16079	68.8	40.0	97	27450	70.6	68.3	99
TOP 50 ADI'S 2 ISSUE REACH	46410	5560	81.3	12.0	99	5965	79.5	12.9	97	19128	81.9	41.2	100	32131	82.7	69.2	101
TOP 50 ADI'S 4 ISSUE REACH	50520	5956	87.1	11.8	98	6415	85.5	12.7	96	21097	90.3	41.8	101	35145	90.4	69.6	101
TOP 100 METRO'S	50415	6001	100.0	11.9	100	6267	100.0	12.4	100	21495	100.0	42.6	100	35069	100.0	69.6	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34710	4638	77.3	13.4	112	4619	73.7	13.3	107	13606	63.3	39.2	92	23227	66.2	66.9	96
TOP 100 METROS 2 ISSUE REACH	41175	5268	87.8	12.8	107	5251	83.8	12.8	103	16977	79.0	41.2	97	28048	80.0	68.1	98
TOP 100 METROS 5 ISSUE REACH	46217	5712	95.2	12.3	104	5757	91.9	12.4	100	19718	91.7	42.6	100	31972	91.2	69.0	99
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	36494	4582	76.4	12.6	105	4568	72.9	12.5	101	14849	69.1	40.7	95	25104	71.6	68.8	99
TOP 100 METROS 2 ISSUE REACH	42339	5148	85.8	12.2	102	5119	81.7	12.1	97	17776	82.7	42.0	98	29482	84.1	69.6	100
TOP 100 METROS 4 ISSUE REACH	46026	5506	91.8	12.0	101	5497	87.7	11.9	96	19621	91.3	42.6	100	32199	91.8	70.0	101
TOP 50 METRO'S	39072	4472	100.0	11.4	100	4815	100.0	12.3	100	16861	100.0	43.2	100	27445	100.0	70.2	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27498	3490	78.0	12.7	111	3615	75.1	13.1	107	10973	65.1	39.9	92	18628	67.9	67.7	96
TOP 50 METRO'S 2 ISSUE REACH	32494	3924	87.7	12.1	106	4098	85.1	12.6	102	13648	80.9	42.0	97	22408	81.6	69.0	98
TOP 50 METRO'S 5 ISSUE REACH	36329	4238	94.8	11.7	102	4473	92.9	12.3	100	15719	93.2	43.3	100	25371	92.4	69.8	99
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	28978	3480	77.8	12.0	105	3648	75.8	12.6	102	11958	70.9	41.3	96	20113	73.3	69.4	99
TOP 50 METRO'S 2 ISSUE REACH	33315	3820	85.4	11.5	100	4059	84.3	12.2	99	14233	84.4	42.7	99	23470	85.5	70.4	100
TOP 50 METRO'S 4 ISSUE REACH	35993	4046	90.5	11.2	98	4331	89.9	12.0	98	15611	92.6	43.4	101	25487	92.9	70.8	101

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	TOTAL U.S. '000	GRADUATED COLLEGE A '000	GRADUATED COLLEGE B % ACROSS DOWN	GRADUATED COLLEGE C % ACROSS %	GRADUATED COLLEGE D INDX	ATTENDED COLLEGE (1-3 YRS.) A '000	ATTENDED COLLEGE (1-3 YRS.) B % ACROSS DOWN	ATTENDED COLLEGE (1-3 YRS.) C % ACROSS %	ATTENDED COLLEGE (1-3 YRS.) D INDX	GRADUATED HIGH SCHOOL A '000	GRADUATED HIGH SCHOOL B % ACROSS DOWN	GRADUATED HIGH SCHOOL C % ACROSS %	GRADUATED HIGH SCHOOL D INDX	DID NOT GRADUATE HIGH SCHOOL A '000	DID NOT GRADUATE HIGH SCHOOL B % ACROSS DOWN	DID NOT GRADUATE HIGH SCHOOL C % ACROSS %	DID NOT GRADUATE HIGH SCHOOL D INDX
TOTAL	85056	18256	100.0	21.5	100	15320	100.0	18.0	100	31272	100.0	36.8	100	10866	100.0	12.8	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	73462	21007	115.1	28.6	133	15365	100.3	20.9	116	26075	83.4	35.5	97	6493	59.8	8.8	69
1 ISSUE REACH	56018	14261	78.1	25.5	119	11197	73.1	20.0	111	21047	67.3	37.6	102	5589	51.4	10.0	78
2 ISSUE REACH	66829	16314	89.4	24.4	114	13207	86.2	19.8	110	25118	80.3	37.6	102	7202	66.3	10.8	84
5 ISSUE REACH	75993	17634	96.6	23.2	108	14603	95.3	19.2	107	28442	91.0	37.4	102	8811	81.1	11.6	91
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65683	18100	99.1	27.6	128	13417	87.6	20.4	113	23934	76.5	36.4	99	6276	57.8	9.6	75
1 ISSUE REACH	57716	15045	82.4	26.1	121	11573	75.5	20.1	111	21553	68.9	37.3	102	5882	54.1	10.2	80
2 ISSUE REACH	67601	16704	91.5	24.7	115	13476	88.0	19.9	111	25426	81.3	37.6	102	7376	67.9	10.9	85
4 ISSUE REACH	74361	17574	96.3	23.6	110	14531	94.8	19.5	108	27974	89.5	37.6	102	8537	78.6	11.5	90
TOP 100 ADI'S	72152	16069	100.0	22.3	100	12966	100.0	18.0	100	26506	100.0	36.7	100	9183	100.0	12.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48084	12515	77.9	26.0	117	9671	74.6	20.1	112	17969	67.8	37.4	102	4784	52.1	9.9	78
TOP 100 ADI'S 2 ISSUE REACH	57238	14347	89.3	25.1	113	11284	87.0	19.7	110	21397	80.7	37.4	102	6190	67.4	10.8	85
TOP 100 ADI'S 5 ISSUE REACH	64894	15524	96.6	23.9	107	12390	95.6	19.1	106	24175	91.2	37.3	101	7573	82.5	11.7	92
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	49782	13272	82.6	26.7	120	9937	76.6	20.0	111	18510	69.8	37.2	101	5032	54.8	10.1	79
TOP 100 ADI'S 2 ISSUE REACH	59122	14795	92.1	25.5	114	11460	88.4	19.7	110	21798	82.2	37.5	102	6249	68.0	10.8	84
TOP 100 ADI'S 4 ISSUE REACH	63735	15557	96.8	24.4	110	12304	94.9	19.3	107	23923	90.3	37.5	102	7193	78.3	11.3	89
TOP 50 ADI'S	56609	13549	100.0	23.9	100	10252	100.0	18.1	100	20396	100.0	36.0	100	7081	100.0	12.5	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	38366	10678	78.8	27.8	116	7601	74.1	19.8	109	14060	68.9	36.6	102	3768	53.2	9.8	79
TOP 50 ADI'S 2 ISSUE REACH	45728	12234	90.3	26.8	112	8910	86.9	19.5	108	16770	82.2	36.7	102	4874	68.8	10.7	85
TOP 50 ADI'S 5 ISSUE REACH	51683	13178	97.3	25.5	107	9804	95.6	19.0	105	18881	92.6	36.5	101	5944	83.9	11.5	92
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	40204	11274	83.2	28.0	117	7929	77.3	19.7	109	14690	72.0	36.5	101	4008	56.6	10.0	80
TOP 50 ADI'S 2 ISSUE REACH	46410	12519	92.4	27.0	113	9096	88.7	19.6	108	17038	83.5	36.7	102	4922	69.5	10.6	85
TOP 50 ADI'S 4 ISSUE REACH	50520	13137	97.0	26.0	109	9741	95.0	19.3	106	18535	90.9	36.7	102	5620	79.4	11.1	89
TOP 100 METRO'S	50415	12782	100.0	25.4	100	9162	100.0	18.2	100	18206	100.0	36.1	100	6047	100.0	12.0	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34710	10002	78.3	28.8	114	6848	74.7	19.7	109	12770	70.1	36.8	102	3373	55.8	9.7	81
TOP 100 METROS 2 ISSUE REACH	41175	11441	89.5	27.8	110	8031	87.7	19.5	107	15123	83.1	36.7	102	4310	71.3	10.5	87
TOP 100 METROS 5 ISSUE REACH	46317	12359	96.7	26.7	105	8811	96.2	19.0	105	16929	93.0	36.6	101	5185	85.7	11.2	93
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	36494	10683	83.6	29.3	115	7137	77.9	19.6	108	13386	73.5	36.7	102	3542	58.6	9.7	81
TOP 100 METROS 2 ISSUE REACH	42339	11860	92.8	28.0	110	8243	90.0	19.5	107	15633	85.9	36.9	102	4406	72.9	10.4	87
TOP 100 METROS 4 ISSUE REACH	46026	12429	97.2	27.0	107	8811	96.2	19.1	105	16967	93.2	36.9	102	5042	83.4	11.0	91
TOP 50 METRO'S	39072	10245	100.0	26.2	100	7212	100.0	18.5	100	14138	100.0	36.2	100	4454	100.0	11.4	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27498	8239	80.4	30.0	114	5397	74.8	19.6	106	9993	70.7	36.3	100	2623	58.9	9.5	84
TOP 50 METRO'S 2 ISSUE REACH	32494	9303	90.8	28.6	109	6357	88.1	19.6	106	11804	83.5	36.3	100	3324	74.6	10.2	90
TOP 50 METRO'S 5 ISSUE REACH	36329	9958	97.2	27.4	105	6970	96.6	19.2	104	13182	93.2	36.3	100	3943	88.5	10.9	95
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	28978	8738	85.3	30.2	115	5541	76.8	19.1	104	10586	74.9	36.5	101	2844	63.9	9.8	86
TOP 50 METRO'S 2 ISSUE REACH	33315	9618	93.9	28.9	110	6411	88.9	19.2	106	12239	86.6	36.7	102	3472	78.0	10.4	91
TOP 50 METRO'S 4 ISSUE REACH	35993	10021	97.8	27.8	106	6882	95.4	19.1	104	13214	93.5	36.7	101	3902	87.6	10.8	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	EMPLOYED FULL TIME 30+ HOURS A '000	B % DOWN	C % ACROSS	D INDX	EMPLOYED PART TIME 29- HOURS A '000	B % DOWN	C % ACROSS	D INDX	NOT EMPLOYED A '000	B % DOWN	C % ACROSS	D INDX	PROFESSIONAL A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	85056	56930	100.0	66.9	100	3802	100.0	4.5	100	24324	100.0	28.6	100	7676	100.0	9.0	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	73462	51667	90.8	70.3	105	3103	81.6	4.2	94	18692	76.8	25.4	89	8434	109.9	11.5	127
1 ISSUE REACH	56018	38644	67.9	69.0	103	2342	61.6	4.2	94	15032	61.8	26.8	94	5729	74.6	10.2	113
2 ISSUE REACH	66829	45915	80.7	68.7	103	2925	76.9	4.4	98	17989	74.0	26.9	94	6578	85.7	9.8	109
5 ISSUE REACH	75993	51832	91.0	68.2	102	3420	90.0	4.5	101	20692	85.1	27.2	95	7209	93.9	9.5	105
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65683	45846	80.5	69.8	104	2988	78.6	4.5	102	16849	69.3	25.7	90	7420	96.7	11.3	125
1 ISSUE REACH	57716	40118	70.5	69.5	104	2510	66.0	4.3	97	15088	62.0	26.1	91	6219	81.0	10.8	119
2 ISSUE REACH	67601	46854	82.3	69.3	104	2959	77.8	4.4	98	17788	73.1	26.3	92	6901	89.9	10.2	113
4 ISSUE REACH	74361	51235	90.0	68.9	103	3273	86.1	4.4	98	19789	81.4	26.6	93	7288	94.9	9.8	109
TOP 100 ADI'S	72152	48755	100.0	67.6	100	3440	100.0	4.8	100	19958	100.0	27.7	100	6699	100.0	9.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48084	33350	68.4	69.4	103	2159	62.8	4.5	94	12575	63.0	26.2	95	4955	74.0	10.3	111
TOP 100 ADI'S 2 ISSUE REACH	57238	39556	81.1	69.1	102	2677	77.8	4.7	98	15005	75.2	26.2	95	5734	85.6	10.0	108
TOP 100 ADI'S 5 ISSUE REACH	64894	44560	91.4	68.7	102	3112	90.5	4.8	101	17188	86.1	26.5	96	6307	94.1	9.7	105
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	49782	34767	71.3	69.8	103	2310	67.2	4.6	97	12705	63.7	25.5	92	5460	81.5	11.0	118
TOP 100 ADI'S 2 ISSUE REACH	58122	40508	83.1	69.7	103	2708	78.7	4.7	98	14907	74.7	25.6	93	6068	90.6	10.4	112
TOP 100 ADI'S 4 ISSUE REACH	63735	44188	90.6	69.3	103	2983	86.7	4.7	98	16513	82.7	25.9	94	6402	95.6	10.0	108
TOP 50 ADI'S	56609	38916	100.0	68.7	100	2732	100.0	4.8	100	14960	100.0	26.4	100	5460	100.0	9.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	38366	26961	69.3	70.3	102	1743	63.8	4.5	94	9663	64.6	25.2	95	4081	74.7	10.6	110
TOP 50 ADI'S 2 ISSUE REACH	45728	32018	82.3	70.0	102	2167	79.3	4.7	98	11543	77.2	25.2	96	4736	86.7	10.4	107
TOP 50 ADI'S 5 ISSUE REACH	51683	35973	92.4	69.6	101	2510	91.9	4.9	101	13178	88.1	25.5	96	5195	95.1	10.1	104
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	40204	28336	72.8	70.5	103	1887	69.1	4.7	97	9981	66.7	24.8	94	4519	82.8	11.2	117
TOP 50 ADI'S 2 ISSUE REACH	46410	32649	83.9	70.3	102	2214	81.0	4.8	99	11548	77.2	24.9	94	4996	91.5	10.8	112
TOP 50 ADI'S 4 ISSUE REACH	50520	35397	91.0	70.1	102	2431	89.0	4.8	100	12665	84.7	25.1	95	5250	96.2	10.4	108
TOP 100 METRO'S	50415	35240	100.0	69.9	100	2436	100.0	4.8	100	12739	100.0	25.3	100	5158	100.0	10.2	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34710	24789	70.3	71.4	102	1553	63.8	4.5	93	8368	65.7	24.1	95	3846	74.6	11.1	108
TOP 100 METROS 2 ISSUE REACH	41175	29321	83.2	71.2	102	1936	79.5	4.7	97	9918	77.9	24.1	95	4454	86.4	10.8	106
TOP 100 METROS 5 ISSUE REACH	46317	32792	93.1	70.8	101	2244	92.1	4.8	100	11257	88.4	24.3	96	4889	94.8	10.6	103
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	36494	26299	74.6	72.1	103	1616	66.3	4.4	92	8579	67.3	23.5	93	4298	83.3	11.8	115
TOP 100 METROS 2 ISSUE REACH	42339	30430	86.4	71.9	103	1936	79.5	4.6	95	9973	78.3	23.6	93	4761	92.3	11.2	110
TOP 100 METROS 4 ISSUE REACH	46026	32879	93.3	71.4	102	2152	88.3	4.7	97	10949	85.9	23.8	94	4994	96.8	10.9	106
TOP 50 METRO'S	39072	27534	100.0	70.5	100	1808	100.0	4.6	100	9729	100.0	24.9	100	4096	100.0	10.5	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27498	19773	71.8	71.9	102	1211	67.0	4.4	95	6514	67.0	23.7	95	3166	77.3	11.5	110
TOP 50 METRO'S 2 ISSUE REACH	32494	23272	84.5	71.6	102	1512	83.6	4.7	101	7709	79.2	23.7	95	3609	88.1	11.1	106
TOP 50 METRO'S 5 ISSUE REACH	36329	25864	93.9	71.2	101	1726	95.5	4.8	103	8716	89.6	24.0	96	3914	95.6	10.8	103
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	28978	21076	76.5	72.7	103	1199	66.3	4.1	89	6703	68.9	23.1	93	3504	85.5	12.1	115
TOP 50 METRO'S 2 ISSUE REACH	33315	24094	87.5	72.3	103	1421	78.6	4.3	92	7800	80.2	23.4	94	3820	93.3	11.5	109
TOP 50 METRO'S 4 ISSUE REACH	35993	25850	93.9	71.8	102	1574	87.1	4.4	95	8546	87.8	23.7	95	3979	97.1	11.1	105

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	TOTAL U.S. '000	18-24 A '000	18-24 B % DOWN	18-24 C % ACROSS	18-24 D INDX	25-34 A '000	25-34 B % DOWN	25-34 C % ACROSS	25-34 D INDX	35-44 A '000	35-44 B % DOWN	35-44 C % ACROSS	35-44 D INDX	45-54 A '000	45-54 B % DOWN	45-54 C % ACROSS	45-54 D INDX
TOTAL	93136	13023	100.0	14.0	100	21913	100.0	23.5	100	17660	100.0	19.0	100	12297	100.0	13.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68719	7762	59.6	11.3	81	14411	65.8	21.0	89	13794	78.1	20.1	106	10539	85.7	15.3	116
1 ISSUE REACH	57319	6900	53.0	12.0	86	12025	54.9	21.0	89	11447	64.8	20.0	105	8405	68.3	14.7	111
2 ISSUE REACH	69327	8905	68.4	12.8	92	15134	69.1	21.8	93	13843	78.4	20.0	105	10148	82.5	14.6	111
5 ISSUE REACH	80169	10854	83.3	13.5	97	18129	82.7	22.6	96	15860	89.8	19.8	104	11475	93.3	14.3	108
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68550	8286	63.6	12.1	86	16110	73.5	23.5	100	13901	78.7	20.3	107	9987	81.2	14.6	110
1 ISSUE REACH	61633	7705	59.2	12.5	89	14622	66.7	23.7	101	12270	69.5	19.9	105	8628	70.2	14.0	106
2 ISSUE REACH	73176	9743	74.8	13.3	95	17634	80.5	24.1	102	14436	81.7	19.7	104	9891	80.4	13.5	102
4 ISSUE REACH	81118	11200	86.0	13.8	99	19618	89.5	24.2	103	15852	89.8	19.5	103	10756	87.5	13.3	100
TOP 100 ADI'S	78714	11040	100.0	14.0	100	18421	100.0	23.4	100	14591	100.0	18.5	100	10450	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48782	5923	53.7	12.1	87	10129	55.0	20.8	89	9519	65.2	19.5	105	7189	68.8	14.7	111
TOP 100 ADI'S 2 ISSUE REACH	59099	7651	69.3	12.9	92	12793	69.4	21.6	92	11531	79.0	19.5	105	8670	83.0	14.7	111
TOP 100 ADI'S 5 ISSUE REACH	68312	9312	84.3	13.6	97	15347	83.3	22.5	96	13200	90.5	19.3	104	9785	93.6	14.3	108
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	52539	6674	60.5	12.7	91	12336	67.0	23.5	100	10184	69.8	19.4	105	7432	71.1	14.1	107
TOP 100 ADI'S 2 ISSUE REACH	62369	8356	75.7	13.4	96	14873	80.7	23.8	102	12033	82.5	19.3	104	8524	81.6	13.7	103
TOP 100 ADI'S 4 ISSUE REACH	69058	9545	86.5	13.8	99	16535	89.8	23.9	102	13218	90.6	19.1	103	9258	88.6	13.4	101
TOP 50 ADI'S	62337	8796	100.0	14.1	100	14750	100.0	23.7	100	11752	100.0	18.9	100	8418	100.0	13.5	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39005	4702	53.5	12.1	85	8223	55.7	21.1	89	7682	65.4	19.7	104	5858	69.6	15.0	111
TOP 50 ADI'S 2 ISSUE REACH	47362	6045	68.7	12.8	90	10397	70.5	22.0	93	9392	79.9	19.8	105	7090	84.2	15.0	111
TOP 50 ADI'S 5 ISSUE REACH	54706	7344	83.5	13.4	95	12451	84.4	22.8	96	10771	91.7	19.7	104	7976	94.7	14.6	108
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	42523	5493	62.4	12.9	92	10000	67.8	23.5	99	8314	70.7	19.6	104	6184	73.5	14.5	108
TOP 50 ADI'S 2 ISSUE REACH	50163	6809	77.4	13.6	96	12012	81.4	23.9	101	9759	83.0	19.5	103	7064	83.9	14.1	104
TOP 50 ADI'S 4 ISSUE REACH	55270	7715	87.7	14.0	99	13313	90.3	24.1	102	10679	90.9	19.3	102	7630	90.6	13.8	102
TOP 100 METRO'S	54489	7767	100.0	14.3	100	13252	100.0	24.3	100	10456	100.0	19.2	100	7460	100.0	13.7	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34818	4410	56.8	12.7	89	7564	57.1	21.7	89	6859	65.6	19.7	103	5305	71.1	15.2	111
TOP 100 METROS 2 ISSUE REACH	42189	5659	72.9	13.4	94	9533	71.9	22.6	93	8367	80.0	19.8	103	6364	85.3	15.1	110
TOP 100 METROS 5 ISSUE REACH	48505	6796	87.5	14.0	98	11356	85.7	23.4	96	9583	91.7	19.8	103	7105	95.2	14.6	107
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	38190	5074	65.3	13.3	93	9250	69.8	24.2	100	7464	71.4	19.5	102	5548	74.4	14.5	106
TOP 100 METROS 2 ISSUE REACH	44806	6274	80.8	14.0	98	11035	83.3	24.6	101	8665	82.9	19.3	101	6314	84.6	14.1	103
TOP 100 METROS 4 ISSUE REACH	49097	7049	90.8	14.4	101	12147	91.7	24.7	102	9442	90.3	19.2	100	6801	91.2	13.9	101
TOP 50 METRO'S	42587	6274	100.0	14.7	100	10248	100.0	24.1	100	8148	100.0	19.1	100	5816	100.0	13.7	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27474	3501	55.8	12.7	86	6026	58.8	21.9	91	5375	66.0	19.6	102	4188	72.0	15.2	112
TOP 50 METRO'S 2 ISSUE REACH	33115	4473	71.3	13.5	92	7575	73.9	22.9	95	6530	80.1	19.7	103	4921	84.6	14.9	109
TOP 50 METRO'S 5 ISSUE REACH	37935	5380	85.8	14.2	96	8966	87.5	23.6	98	7462	91.6	19.7	103	5464	93.9	14.4	105
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	30586	4154	66.2	13.6	92	7375	72.0	24.1	100	5932	72.8	19.4	101	4478	77.0	14.6	107
TOP 50 METRO'S 2 ISSUE REACH	35609	5076	80.9	14.3	97	8746	85.3	24.6	102	6805	83.5	19.1	100	5086	87.4	14.3	105
TOP 50 METRO'S 4 ISSUE REACH	38792	5672	90.4	14.6	99	9557	93.3	24.6	102	7370	90.5	19.0	99	5445	93.6	14.0	103

#PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
##NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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(FEMALES)

	TOTAL U.S. '000	55-64 A '000	B % DOWN	C % ACROSS	D INDX	65 OR OLDER A '000	B % DOWN	C % ACROSS	D INDX	18-34 A '000	B % DOWN	C % ACROSS	D INDX	18-49 A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	93136	11417	100.0	12.3	100	16828	100.0	18.1	100	34936	100.0	37.5	100	58690	100.0	63.0	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68719	9923	86.9	14.4	118	12291	73.0	17.9	99	22173	63.5	32.3	86	41155	70.1	59.9	95
1 ISSUE REACH	57319	7966	69.8	13.9	113	10577	62.9	18.5	102	18925	54.2	33.0	88	34583	58.9	60.3	96
2 ISSUE REACH	69327	9087	79.6	13.1	107	12211	72.6	17.6	97	24039	68.8	34.7	92	42973	73.2	62.0	98
5 ISSUE REACH	80169	10062	88.1	12.6	102	13760	81.8	17.2	95	28980	83.0	36.1	96	50614	86.2	63.1	100
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68550	8851	77.5	12.9	105	11415	67.8	16.7	92	24396	69.8	35.6	95	43071	73.4	62.8	100
1 ISSUE REACH	61633	8013	70.2	13.0	106	10396	61.8	16.9	93	22327	63.9	36.2	97	38789	66.1	62.9	100
2 ISSUE REACH	73176	9333	81.7	12.8	104	12140	72.1	16.6	92	27377	78.4	37.4	100	46630	79.5	63.7	101
4 ISSUE REACH	81118	10203	89.4	12.6	103	13449	79.9	16.6	92	30809	88.2	38.0	101	51906	88.4	64.0	102
TOP 100 ADI'S	78714	9799	100.0	12.4	100	14414	100.0	18.3	100	29461	100.0	37.4	100	49256	100.0	62.6	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48782	6868	70.1	14.1	113	9156	63.5	18.8	102	16051	54.5	32.9	88	29204	59.3	59.9	96
TOP 100 ADI'S 2 ISSUE REACH	59099	7850	80.1	13.3	107	10603	73.6	17.9	98	20445	69.4	34.6	92	36359	73.8	61.5	98
TOP 100 ADI'S 5 ISSUE REACH	68312	8694	88.7	12.7	102	11957	83.0	17.5	96	24658	83.7	36.1	96	42809	86.9	62.7	100
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	52539	6905	70.5	13.1	106	9009	62.5	17.1	94	19010	64.5	36.2	97	32827	66.6	62.5	100
TOP 100 ADI'S 2 ISSUE REACH	62369	8033	82.0	12.9	103	10550	73.2	16.9	92	23230	78.8	37.2	100	39440	80.1	63.2	101
TOP 100 ADI'S 4 ISSUE REACH	69058	8774	89.5	12.7	102	11693	81.1	16.9	92	26076	88.5	37.8	101	43839	89.0	63.5	101
TOP 50 ADI'S	62337	7609	100.0	12.2	100	11011	100.0	17.7	100	23546	100.0	37.8	100	39520	100.0	63.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39005	5508	72.4	14.1	116	7032	63.9	18.0	102	12925	54.9	33.1	88	23579	59.7	60.5	95
TOP 50 ADI'S 2 ISSUE REACH	47362	6305	82.9	13.3	109	8135	73.9	17.2	97	16442	69.8	34.7	92	29450	74.5	62.2	98
TOP 50 ADI'S 5 ISSUE REACH	54706	6950	91.3	12.7	104	9162	83.2	16.7	95	19794	84.1	36.2	96	34676	87.7	63.4	100
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	42523	5552	73.0	13.1	107	6980	63.4	16.4	93	15493	65.8	36.4	96	26849	67.9	63.1	100
TOP 50 ADI'S 2 ISSUE REACH	50163	6362	83.6	12.7	104	8157	74.1	16.3	92	18821	79.9	37.5	99	32071	81.2	63.9	101
TOP 50 ADI'S 4 ISSUE REACH	55270	6885	90.5	12.5	102	9024	82.0	16.3	92	21027	89.3	38.0	101	35484	89.8	64.2	101
TOP 100 METRO'S	54489	6490	100.0	11.9	100	9064	100.0	16.6	100	21019	100.0	38.6	100	35219	100.0	64.6	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34818	4657	71.8	13.4	112	6023	66.4	17.3	104	11974	57.0	34.4	89	21553	61.2	61.9	96
TOP 100 METROS 2 ISSUE REACH	42189	5328	82.1	12.6	106	6938	76.5	16.4	99	15192	72.3	36.0	93	26842	76.2	63.6	98
TOP 100 METROS 5 ISSUE REACH	48505	5882	90.6	12.1	102	7764	85.7	16.0	96	18153	86.4	37.4	97	31411	89.2	64.8	100
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	38190	4815	74.2	12.6	106	6039	66.6	15.8	95	14323	68.1	37.5	97	24553	69.7	64.3	99
TOP 100 METROS 2 ISSUE REACH	44806	5497	84.7	12.3	103	7021	77.5	15.7	94	17309	82.3	38.6	100	29110	82.7	65.0	101
TOP 100 METROS 4 ISSUE REACH	49097	5928	91.3	12.1	101	7717	85.1	15.7	94	19193	91.3	39.1	101	32009	90.9	65.2	101
TOP 50 METRO'S	42587	5298	100.0	12.4	100	6803	100.0	16.0	100	16523	100.0	38.8	100	27615	100.0	64.8	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27474	3860	72.9	14.0	113	4525	66.5	16.5	103	9527	57.7	34.7	89	17060	61.8	62.1	96
TOP 50 METRO'S 2 ISSUE REACH	33115	4388	82.8	13.3	107	5228	76.8	15.8	99	12048	72.9	36.4	94	21162	76.6	63.9	99
TOP 50 METRO'S 5 ISSUE REACH	37935	4821	91.0	12.7	102	5858	86.1	15.4	97	14345	86.8	37.8	97	24684	89.4	65.1	100
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	30586	4013	75.7	13.1	105	4634	68.1	15.2	95	11529	69.8	37.7	97	19743	71.5	64.5	100
TOP 50 METRO'S 2 ISSUE REACH	35609	4523	85.4	12.7	102	5373	79.0	15.1	94	13821	83.6	38.8	100	23202	84.0	65.2	100
TOP 50 METRO'S 4 ISSUE REACH	38792	4847	91.5	12.5	100	5886	86.5	15.2	95	15229	92.2	39.3	101	25350	91.8	65.3	101

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	TOTAL U.S. '000	GRADUATED COLLEGE A '000	B % DOWN	C % ACROSS	D INDX	ATTENDED COLLEGE (1-3 YRS.) A '000	B % DOWN	C % ACROSS	D INDX	GRADUATED HIGH SCHOOL A '000	B % DOWN	C % ACROSS	D INDX	DID NOT GRADUATE HIGH SCHOOL A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	93136	14543	100.0	15.6	100	17352	100.0	18.6	100	39412	100.0	42.3	100	11773	100.0	12.6	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68719	13548	93.2	19.7	126	14701	84.7	21.4	115	29276	74.3	42.6	101	6859	58.3	10.0	79
1 ISSUE REACH	57319	10345	71.1	18.0	116	11851	68.3	20.7	111	24904	63.2	43.4	103	6185	52.5	10.8	85
2 ISSUE REACH	69327	12243	84.2	17.7	113	14096	81.2	20.3	109	30070	76.3	43.4	102	7795	66.2	11.2	89
5 ISSUE REACH	80169	13652	93.9	17.0	109	15896	91.6	19.8	106	34598	87.8	43.2	102	9398	79.8	11.7	93
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68550	13112	90.2	19.1	122	14533	83.8	21.2	114	29649	75.2	43.3	102	7390	62.8	10.8	85
1 ISSUE REACH	61633	11291	77.6	18.3	117	12780	73.7	20.7	111	27080	68.7	43.9	104	6821	57.9	11.1	88
2 ISSUE REACH	73176	13012	89.5	17.8	114	14838	85.5	20.3	109	31858	80.8	43.5	103	8552	72.6	11.7	92
4 ISSUE REACH	81118	13923	95.7	17.2	110	16083	92.7	19.8	106	35037	88.9	43.2	102	9829	83.5	12.1	96
TOP 100 ADI'S	78714	12684	100.0	16.1	100	14489	100.0	18.4	100	33516	100.0	42.6	100	9986	100.0	12.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48782	9068	71.5	18.6	115	9886	68.2	20.3	110	21341	63.7	43.7	103	5202	52.1	10.7	84
TOP 100 ADI'S 2 ISSUE REACH	59099	10726	84.6	18.1	113	11807	81.5	20.0	109	25806	77.0	43.7	103	6587	66.0	11.1	88
TOP 100 ADI'S 5 ISSUE REACH	68312	11943	94.2	17.5	108	13331	92.0	19.5	106	29669	88.5	43.4	102	7971	79.8	11.7	92
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	52539	9810	77.3	18.7	116	10581	73.0	20.1	109	23333	69.6	44.4	104	5743	57.5	10.9	86
TOP 100 ADI'S 2 ISSUE REACH	62369	11347	89.5	18.2	113	12294	84.9	19.7	107	27375	81.7	43.9	103	7267	72.8	11.7	92
TOP 100 ADI'S 4 ISSUE REACH	69058	12155	95.8	17.6	109	13348	92.1	19.3	105	30026	89.6	43.5	102	8388	84.0	12.1	96
TOP 50 ADI'S	62337	10776	100.0	17.3	100	11645	100.0	18.7	100	26351	100.0	42.3	100	7449	100.0	11.9	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39005	7703	71.5	19.7	114	7854	67.4	20.1	108	17004	64.5	43.6	103	3862	51.8	9.9	83
TOP 50 ADI'S 2 ISSUE REACH	47362	9087	84.3	19.2	111	9470	81.3	20.0	107	20640	78.3	43.6	103	4945	66.4	10.4	87
TOP 50 ADI'S 5 ISSUE REACH	54706	10115	93.9	18.5	107	10744	92.3	19.6	105	23696	89.9	43.3	102	6023	80.8	11.0	92
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	42523	8479	78.7	19.9	115	8617	74.0	20.3	108	18832	71.5	44.3	105	4239	56.9	10.0	83
TOP 50 ADI'S 2 ISSUE REACH	50163	9786	90.8	19.5	113	9964	85.6	19.9	106	21938	83.3	43.7	103	5392	72.4	10.7	90
TOP 50 ADI'S 4 ISSUE REACH	55270	10428	96.8	18.9	109	10782	92.6	19.5	104	23921	90.8	43.3	102	6245	83.8	11.3	95
TOP 100 METRO'S	54489	9818	100.0	18.0	100	10695	100.0	19.6	100	23057	100.0	42.3	100	6039	100.0	11.1	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34818	7192	73.3	20.7	115	7208	67.4	20.7	105	15042	65.2	43.2	102	3379	56.0	9.7	88
TOP 100 METROS 2 ISSUE REACH	42189	8401	85.6	19.9	111	8701	81.4	20.6	105	18251	79.2	43.3	102	4327	71.7	10.3	97
TOP 100 METROS 5 ISSUE REACH	48505	9276	94.5	19.1	106	9876	92.3	20.4	104	20902	90.7	43.1	102	5206	86.2	10.7	97
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	38190	7906	80.5	20.7	115	8081	75.6	21.2	108	16779	72.8	43.9	104	3551	58.8	9.3	84
TOP 100 METROS 2 ISSUE REACH	44806	9087	92.6	20.3	113	9243	86.4	20.6	105	19468	84.4	43.4	103	4564	75.6	10.2	92
TOP 100 METROS 4 ISSUE REACH	49097	9607	97.9	19.6	109	9943	93.0	20.3	103	21144	91.7	43.1	102	5279	87.4	10.8	97
TOP 50 METRO'S	42587	7982	100.0	18.7	100	8365	100.0	19.6	100	17970	100.0	42.2	100	4531	100.0	10.6	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27474	5866	73.5	21.4	114	5752	68.8	20.9	107	11896	66.2	43.3	103	2404	53.1	8.8	82
TOP 50 METRO'S 2 ISSUE REACH	33115	6760	84.7	20.4	109	6869	82.1	20.7	106	14419	80.2	43.5	103	3127	69.0	9.4	89
TOP 50 METRO'S 5 ISSUE REACH	37935	7442	93.2	19.6	105	7740	92.5	20.4	104	16454	91.6	43.4	103	3824	84.4	10.1	95
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	30586	6536	81.9	21.4	114	6510	77.8	21.3	108	13440	74.8	43.9	104	2654	58.6	8.7	82
TOP 50 METRO'S 2 ISSUE REACH	35609	7419	92.9	20.8	111	7360	88.0	20.7	105	15512	86.3	43.6	103	3408	75.2	9.6	90
TOP 50 METRO'S 4 ISSUE REACH	38792	7810	97.8	20.1	107	7858	93.9	20.3	103	16746	93.2	43.2	102	3944	87.0	10.2	96

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(FEMALES)

		EMPLOYED FULL TIME 30+ HOURS				EMPLOYED PART TIME 29- HOURS				NOT EMPLOYED				PROFESSIONAL			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL	93136	41060	100.0	44.1	100	8908	100.0	9.6	100	43168	100.0	46.3	100	7450	100.0	8.0	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68719	32415	78.9	47.2	107	6729	75.5	9.8	102	29575	68.5	43.0	93	6829	91.7	9.9	124
1 ISSUE REACH	57319	26340	64.2	46.0	104	5430	61.0	9.5	99	25549	59.2	44.6	96	5367	72.0	9.4	117
2 ISSUE REACH	69327	32016	78.0	46.2	105	6635	74.5	9.6	100	30677	71.1	44.2	95	6406	86.0	9.2	116
5 ISSUE REACH	80169	36817	89.7	45.9	104	7717	86.6	9.6	101	35536	82.3	44.3	96	7120	95.6	8.9	111
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	68550	32841	80.0	47.9	109	7167	80.5	10.5	109	28543	66.1	41.6	90	6627	89.0	9.7	121
1 ISSUE REACH	61633	29051	70.8	47.1	107	6303	70.8	10.2	107	26279	60.9	42.6	92	5696	76.5	9.2	116
2 ISSUE REACH	73176	34255	83.4	46.8	106	7436	83.5	10.2	106	31486	72.9	43.0	93	6520	87.5	8.9	111
4 ISSUE REACH	81118	37523	91.4	46.3	105	8146	91.4	10.0	105	35336	81.9	43.6	94	6998	93.9	8.6	108
TOP 100 ADI'S	78714	34690	100.0	44.1	100	7629	100.0	9.7	100	36395	100.0	46.2	100	6406	100.0	8.1	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	48782	22320	64.3	45.8	104	4728	62.0	9.7	100	21735	59.7	44.6	96	4626	72.2	9.5	117
TOP 100 ADI'S 2 ISSUE REACH	59099	27178	78.3	46.0	104	5778	75.7	9.8	101	26143	71.8	44.2	96	5539	86.5	9.4	115
TOP 100 ADI'S 5 ISSUE REACH	68312	31250	90.1	45.7	104	6701	87.8	9.8	101	30280	83.2	44.3	96	6150	96.0	9.0	111
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	52539	24514	70.7	46.7	106	5471	71.7	10.4	107	22554	62.0	42.9	93	4858	75.8	9.2	114
TOP 100 ADI'S 2 ISSUE REACH	62369	28979	83.5	46.5	105	6428	84.3	10.3	106	26962	74.1	43.2	93	5595	87.3	9.0	110
TOP 100 ADI'S 4 ISSUE REACH	69058	31768	91.6	46.0	104	7019	92.0	10.2	105	30179	82.9	43.7	95	6020	94.0	8.7	107
TOP 50 ADI'S	62337	28346	100.0	45.5	100	6056	100.0	9.7	100	27934	100.0	44.8	100	5025	100.0	8.1	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39005	18416	65.0	47.2	104	3704	61.2	9.5	98	16884	60.4	43.3	97	3676	73.2	9.4	117
TOP 50 ADI'S 2 ISSUE REACH	47362	22442	79.2	47.4	104	4570	75.5	9.6	99	20350	72.9	43.0	96	4361	86.8	9.2	114
TOP 50 ADI'S 5 ISSUE REACH	54706	25755	90.9	47.1	104	5332	88.0	9.7	100	23557	84.3	43.1	96	4820	95.9	8.8	109
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	42523	20442	72.1	48.1	106	4325	71.4	10.2	105	17757	63.6	41.8	93	3932	78.2	9.2	115
TOP 50 ADI'S 2 ISSUE REACH	50163	24077	84.9	48.0	106	5083	83.9	10.1	104	21003	75.2	41.9	93	4512	89.8	9.0	112
TOP 50 ADI'S 4 ISSUE REACH	55270	26272	92.7	47.5	105	5555	91.7	10.1	103	23350	83.6	42.2	94	4817	95.9	8.7	108
TOP 100 METRO'S	54489	25265	100.0	46.4	100	5400	100.0	9.9	100	23825	100.0	43.7	100	4630	100.0	8.5	100
DAILY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	34818	16626	65.8	47.8	103	3449	63.9	9.9	100	14743	61.9	42.3	97	3411	73.7	9.8	115
TOP 100 METROS 2 ISSUE REACH	42189	20303	80.4	48.1	104	4169	77.2	9.9	100	17717	74.4	42.0	96	4035	87.1	9.6	113
TOP 100 METROS 5 ISSUE REACH	48505	23240	92.0	47.9	103	4789	88.7	9.9	100	20413	85.7	42.1	96	4449	96.1	9.2	108
SUNDAY NEWSPAPERS:																	
TOP 100 METROS 1 ISSUE REACH	38190	18770	74.3	49.1	106	3879	71.8	10.2	102	15541	65.2	40.7	93	3704	80.0	9.7	114
TOP 100 METROS 2 ISSUE REACH	44806	21894	86.7	48.9	105	4540	84.1	10.1	102	18373	77.1	41.0	94	4259	92.0	9.5	112
TOP 100 METROS 4 ISSUE REACH	49097	23705	93.8	48.3	104	4952	91.7	10.1	102	20369	85.5	41.5	95	4514	97.5	9.2	108
TOP 50 METRO'S	42587	19755	100.0	46.4	100	4122	100.0	9.7	100	18711	100.0	43.9	100	3482	100.0	8.2	100
DAILY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	27474	13199	66.8	48.0	104	2665	64.7	9.7	100	11610	62.0	42.3	96	2630	75.5	9.6	117
TOP 50 METRO'S 2 ISSUE REACH	33115	15950	80.7	48.2	104	3218	78.1	9.7	100	13947	74.5	42.1	96	3035	87.2	9.2	112
TOP 50 METRO'S 5 ISSUE REACH	37935	18147	91.9	47.8	103	3688	89.5	9.7	100	16060	85.8	42.3	96	3318	95.3	8.7	107
SUNDAY NEWSPAPERS:																	
TOP 50 METRO'S 1 ISSUE REACH	30586	15049	76.2	49.2	106	3090	75.0	10.1	104	12448	66.5	40.7	93	2853	81.9	9.3	114
TOP 50 METRO'S 2 ISSUE REACH	35609	17503	88.6	49.2	106	3562	86.4	10.0	103	14545	77.7	40.8	93	3211	92.2	9.0	110
TOP 50 METRO'S 4 ISSUE REACH	38792	18830	95.3	48.5	105	3842	93.2	9.9	102	16020	85.6	41.3	94	3383	97.2	8.7	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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